

**CITY COUNCIL AGENDA ITEM**  
CITY OF SHORELINE, WASHINGTON

<b>AGENDA TITLE:</b>	Community Group Presentation: Washington Public Campaigns
<b>DEPARTMENT:</b>	City Council
<b>PREPARED BY:</b>	Julie Modrzejewski, Assistant City Manager
<b>PRESENTED BY:</b>	Sarajane Siegfriedt, Contract Lobbyist, Washington Public Campaigns

**ISSUE STATEMENT:**

Washington Public Campaigns will provide to the Council and community a presentation on their mission and goals. Providing the presentation this evening is Sarajane Siegfriedt, contract lobbyist for Washington Public Campaigns.

**BACKGROUND:**

In 2006 the Council amended their Rules of Procedure to include an agenda item titled, "Community Group Presentation," which is made available by request at the second study session of each month (Section 5.4.B). Attached are presentation guidelines (attachment A).

In order for the presentation to be scheduled on the Council agenda planner, two Councilmembers must sponsor the presentation. Deputy Maggie Fimia, as well as Councilmembers Cindy Ryu and Janet Way have requested this presentation, as per the attached request form (attachment B). Washington Public Campaigns is the eighth community group presentation scheduled and presented.

**RECOMMENDATION**

No action is required.

Approved By: City Manager  City Attorney \_\_\_\_\_

**ATTACHMENT A**

Shoreline City Council Community Group Presentations Guidelines

**ATTACHMENT B**

Washington Public Campaigns Request Form and Brochure



## Attachment A

### SHORELINE CITY COUNCIL COMMUNITY GROUP PRESENTATIONS GUIDELINES

*Under the Shoreline City Council's Rules of Procedure, Section 5.4: Study Sessions....*

The Council shall make available at its study session of each month, a **Community Group Presentation**. The order of business shall omit Council Reports and include Community Presentations following the Consent Calendar. The intent of the presentations is to provide a means for nonprofit organizations to inform the Council, staff and public about their initiatives or efforts in the community to address a specific problem or need. The presentations are available to individuals who are affiliated with a registered nonprofit organization. In order to schedule the presentation, two Councilmembers under rule 3.2 B must sponsor the request. The presentations shall be limited to 30 minutes with approximately 15 minutes for the presentation and 15 minutes for questions. Guidelines for presentations include:

1. Each organization or agency must complete a request form and submit it to the Shoreline City Council Office. The form shall be available on the web, from the City Clerk's Office and also published in the agenda packet.
2. For planning purposes, the presentation must be scheduled on the agenda planner at least four (4) weeks in advance of the meeting date requested.
3. Information and sources used in the presentation should be available in hard copy or electronically for reference.
4. Up to three (3) members of the organization are invited to participate.
5. The presentation must support the adopted position/policy of the organization.
6. The presentation should be more than a general promotion of the organization. The information presented should be about specific initiatives/programs or planning that the organization is doing which is relevant to Shoreline citizens and government.
7. Presentations shall not include:
  - i. Discussion of ballot measures or candidates.
  - ii. Issues of a partisan or religious nature.
  - iii. Negative statements or information about other organizations, agencies or individuals.
  - iv. Commercial solicitations or endorsements.
8. Organizations which may have alternative, controversial positions or information will be scheduled at the next study session.

**Please complete the attached form. For questions regarding scheduling Community Presentations, contact Julie Modrzejewski, Assistant City Manager, at (206) 546-8978.**



REQUEST TO APPEAR BEFORE  
THE SHORELINE CITY COUNCIL

Date Request Submitted: 2/28/07  
Council Study Session Date Requested: ASAP  
Name: Annie Phillips  
Title or Position: V.P., Speakers Bureau Coordinator  
Nonprofit Organization: WASHINGTON PUBLIC CAMPAIGNS Registration #: 602 292 071  
Address: P.O. Box 45088, Seattle 98145-0088  
Email Address: annie@washclean.org  
Phone Number: 206-275-1393 Fax Number: \_\_\_\_\_

Topic: Summary overview of the presentation you wish to make and statement of action you wish Council and/or the community to take if relevant. Attach additional sheets if necessary.

Show 9-minute DVD (excerpts from PBS "NOW" show  
about publicly-funded campaigns, give brief status  
report on progress in bringing "Clean Elections" to  
WA state, and hold a Q & A session. This is a nonpartisan  
issue. Maine and Arizona have run clean elections  
successfully now, for multiple cycles.

I have received and read Council rule 5.4-Community Presentations and affirm that my presentation will comply with this rule.

Signature of Requestor: Annie Phillips  
(1) Sponsoring Councilmember: [Signature]  
(2) Sponsoring Councilmember: [Signature]

This form must be returned to the Shoreline City Council Office 4 weeks prior to the City Council study session meeting date requested. For confirmation, staff from the Council Office will contact you to discuss arrangements. Please send this form to:

Shoreline City Council  
17544 Midvale Avenue North  
Shoreline, WA 98133-4921  
Fax: (206) 546-2200 or Email: [Council@ci.shoreline.wa.us](mailto:Council@ci.shoreline.wa.us)

The City of Shoreline will not discriminate against qualified individuals with disabilities in the City's services, programs or activities. The Council meeting is wheelchair accessible. Any person requiring a disability accommodation should contact the City Clerk's Office at (206) 546-8919 in advance for more information.

## The problem

Imagine you're a candidate running for office. You need lots of money for your campaign. Who will influence you more: a voter in your district who gives you \$10, or a powerful special interest that can raise \$10,000 for you?

And when the time comes to vote on a bill that would benefit that special interest, would you give it your unquestioning support, expecting support for your next re-election campaign?

Do you have to spend all your time dialing for dollars just to keep up with your opponent's "war chest"? Do you wish you had more time to talk with voters about what they want, instead?



The problem is the system.  
The influence of big money  
drowns out the voices of  
ordinary citizens.

## The vision

What if individual voters had more control over their government?

What if all qualified candidates could run, regardless of their wealth or connections?

What if voters had more choices among candidates?

What if candidates could spend their time talking about issues with voters, rather than romancing big donors?

What if candidates could listen to voters' concerns about adequate health care, their kids' education, affordable housing, wages, and taxes? What if candidates could afford to care about family farmers and small business owners?

In Maine and Arizona, they can. Maine passed full public funding options for state races in 1996, and Arizona in 1998.

In the 2004 election, 77% of Maine's House and 83% of its Senate were elected using only "clean" money. These officeholders were from both parties, about evenly split.

Arizona Governor Janet Napolitano, who won with public funding, was delighted. She said, "I could spend my time talking with voters, not with [big] contributors. We were able to...campaign in a fundamentally different way."

Once she was in office, she said, "lobbyists were not swarming around me [for payback]."

## How would it work?

To qualify for public funding, a candidate would collect signatures and perhaps \$5 apiece from a set number of voters in his or her district.

A candidate who thus qualifies and who opts to run on public funds would receive a specific amount from the state, based on amounts spent in similar races in the past.

This candidate would refuse all contributions from other sources and special interests, and would spend no personal money on his/her campaign.

If an opponent were to raise more money from private sources, the publicly-funded candidate would then receive more funds, leveling the playing field.

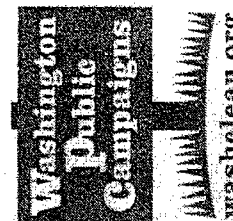
Voters would be notified which candidates are using public money.

The cost? \$3.36 per year, per state resident, would provide public funding equal to the amount spent on state-level races during 2001-2004.

Isn't it worth it?



Public funding means fair elections.



Thank you for your support!

PLEASE PRINT - so we can read it! NAME \_\_\_\_\_  
 PHONE (\_\_\_\_) \_\_\_\_\_ ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ ZIP \_\_\_\_\_ EMAIL \_\_\_\_\_ @ \_\_\_\_\_

- ☐ Add me to your mailing list—to receive periodic updates on WPC progress, meetings, and how to help.  
☐ WPC Information Digest is sent once or twice a month, by email. We do NOT share our list with anyone!  
☐ Enclosed is a contribution, to help with printing and lobbying expenses: Amount \$ \_\_\_\_\_  
☐ Contributions to WPC are not tax deductible. Suggested amount: \$50, or what you can afford.  
☐ Contact me about a WPC presentation to my political, community, civic, or affinity group.  
 (Please describe your idea on back.)  
☐ I can volunteer as ( ) Neighborhood contact ( ) Speaker ( ) Phone caller ( ) Helper with fundraising, petitions, data entry, mailings.

Please tear off here and return to: Washington Public Campaigns, P.O. Box 45088, Seattle, WA 98145-0088

## What's happening in Washington State?

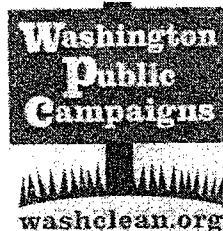
**We are preparing a bill** for public campaign financing for all state level offices—for passage either by the Legislature, or as an initiative by the people.

**Also**—we are lobbying the Legislature to lift the current ban on public financing in local elections—to allow local programs like the one Portland, Oregon, passed in 2005.

**Help us!**—to spread the message and to raise money to do this.

Recent public financing breakthroughs in the cities of Portland, OR, and Albuquerque, NM, and statewide in Connecticut, encourage us to keep pushing in Washington State.

**Our ultimate goal:** Public financing for candidates at all levels to ensure fair elections, restore democracy and build a government that is truly "of, by and for the people."



P.O. Box 45088  
 Seattle, WA  
 98145-0088  
 206-463-2812

## What you can do

**Join our mailing list** by visiting our website: [washclean.org](http://washclean.org).

**Send a donation** to help us grow. Donate online or send checks to:

**Washington Public Campaigns**  
 PO Box 45088  
 Seattle, WA 98145-0088

*(Donations are not tax-deductible. \*)*

**Contact your state legislators.** Let them know of your concerns and tell them you support public campaign financing. Ask what they intend to do about it.

**Let us know** if your group would like us to send a speaker or set up a literature table at your event.

**Host a house party.** We'll help you, and we'll provide materials and a speaker.

**Attend our monthly board meetings.** Find out when and where by emailing us: [wpc@washclean.org](mailto:wpc@washclean.org)

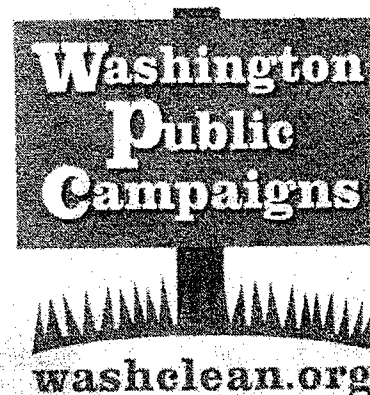
**Volunteer your contacts, ideas, and energy:** Be a speaker yourself, raise funds, help with mailings, make phone calls, staff a table at an event, or collect signatures on an initiative or petition.

**A form for volunteering is on our website.**

*\*There is a way for you to make tax deductible donations, but these funds are not usable for political action, only education. Write a check to our 501(c)(3) fiscal sponsor:*

**Institute for Washington's Future**  
 Make sure you write "WPC" on the memo line of the check.

**Let's put  
 POWER  
 back  
 in the  
 hands  
 of the  
 PEOPLE!**



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