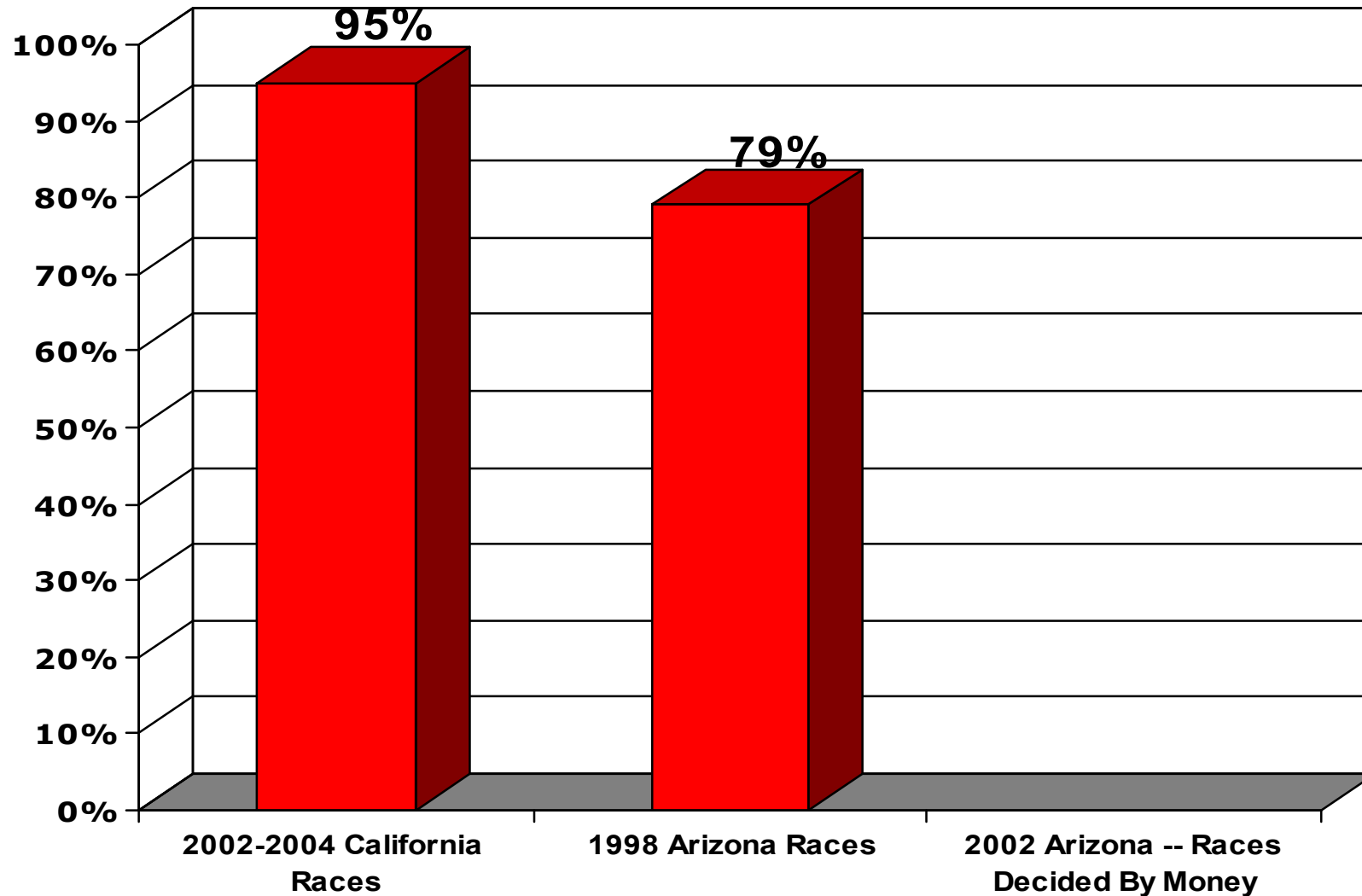


Calculating Clean Money Qualification and Funding Levels

Trent Lange
Vice President of Board of Directors
California Clean Money Campaign
TLange@CAclean.org

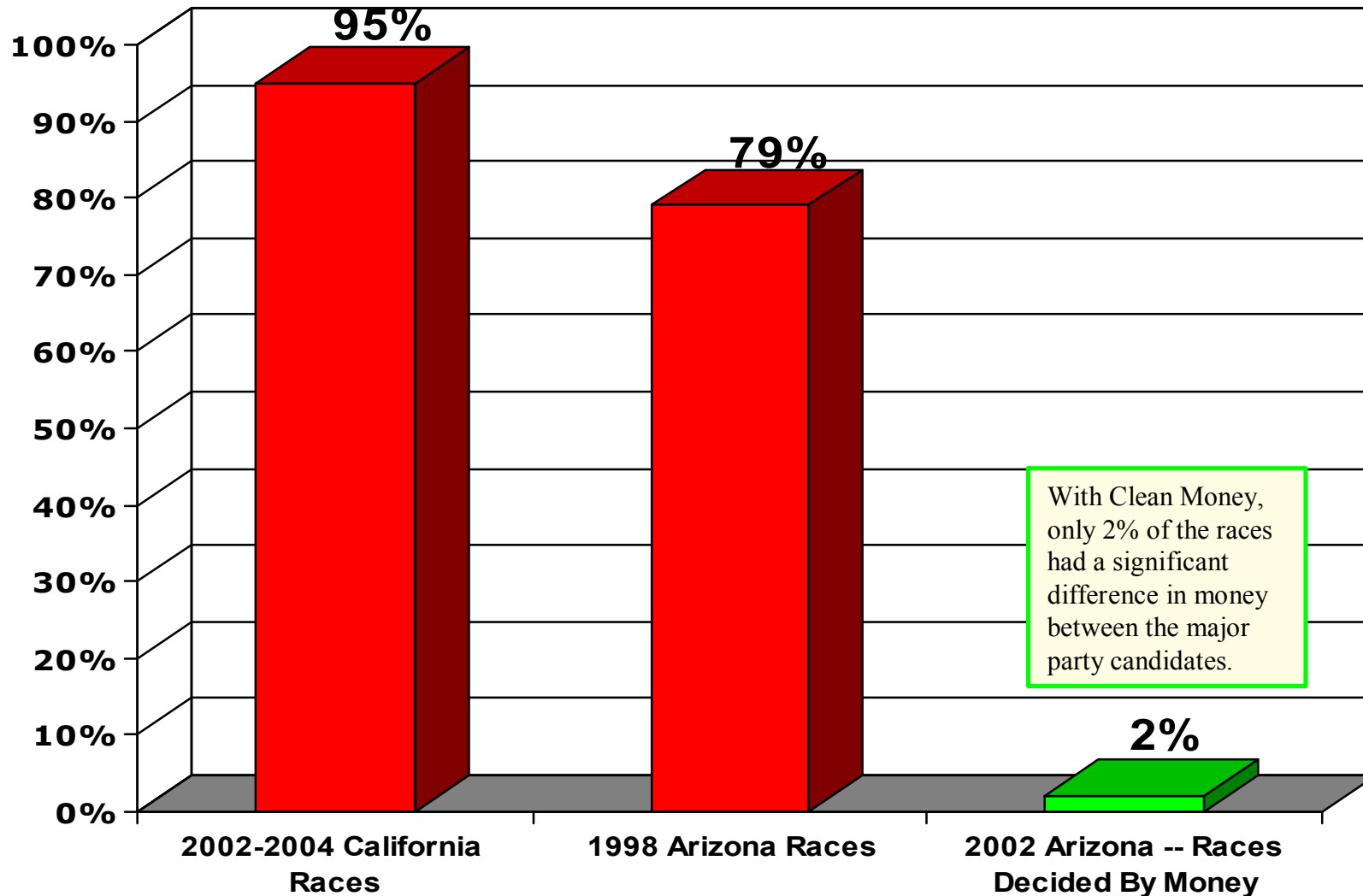
The Difference That Clean Money Makes

Percent of Races Won by Biggest Spenders



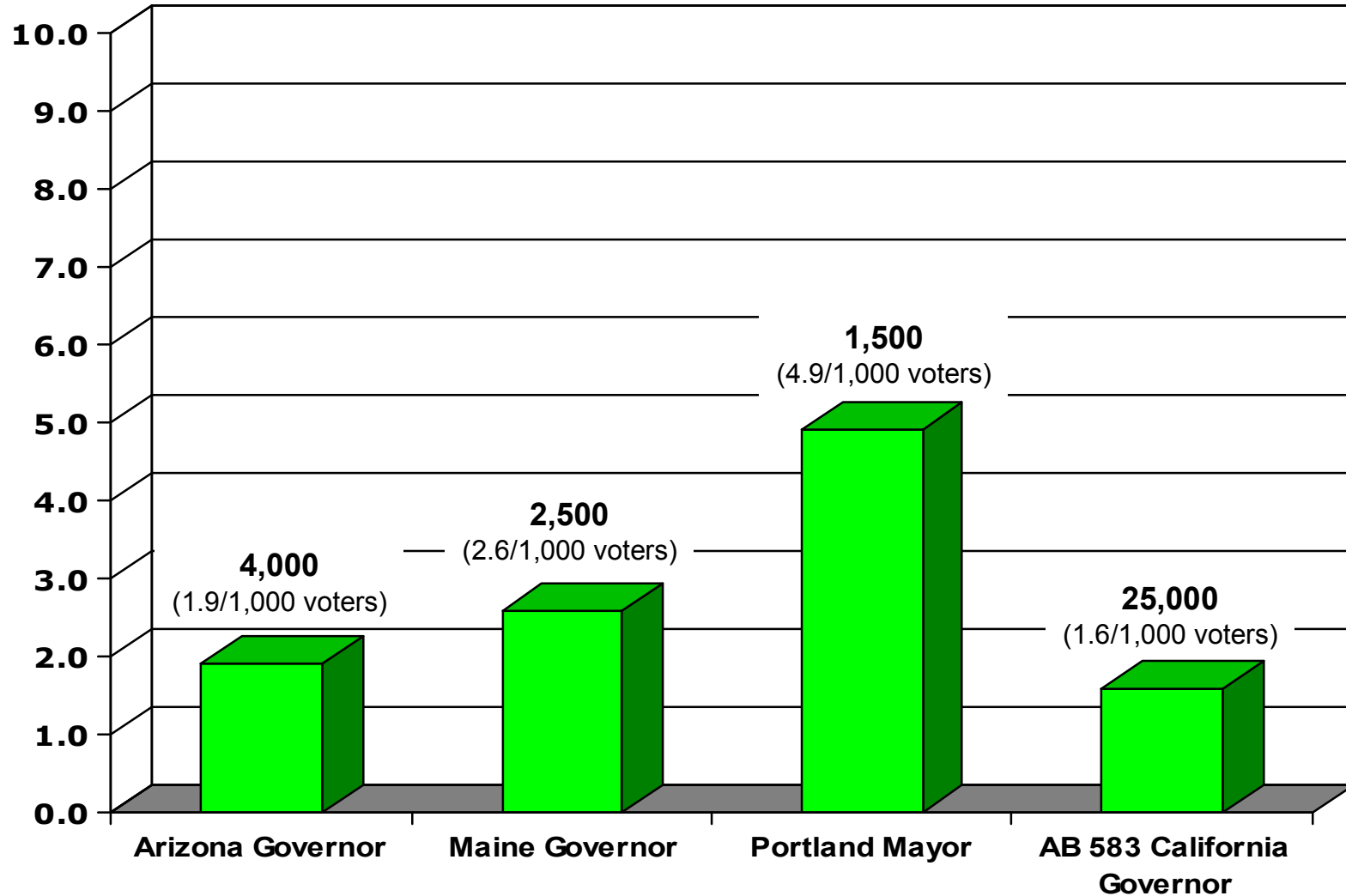
The Difference That Clean Money Makes

Percent of Races Won by Biggest Spenders



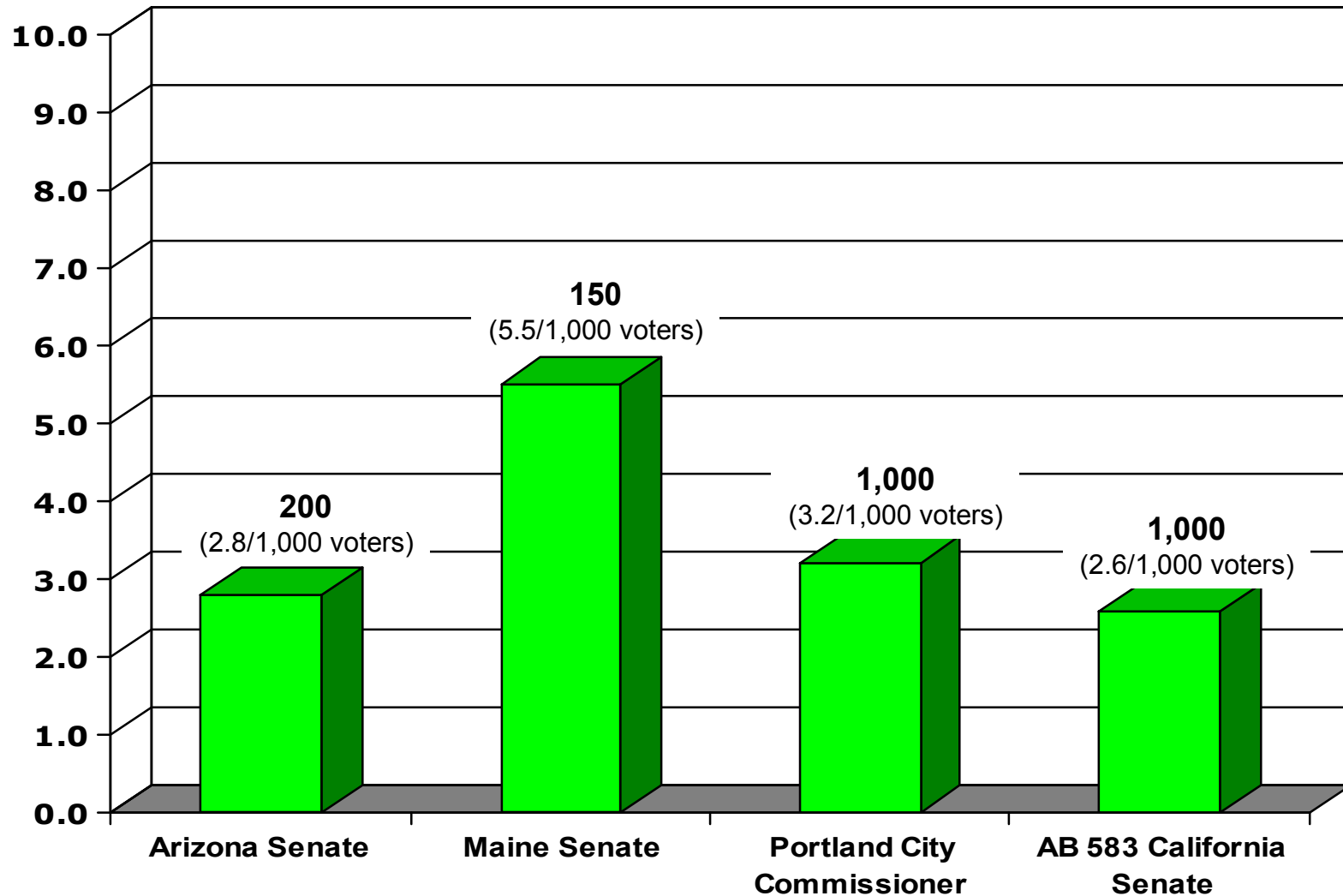
Calculating Qualifying Contributions: Citywide

\$5 contributions and signatures per 1,000 registered voters

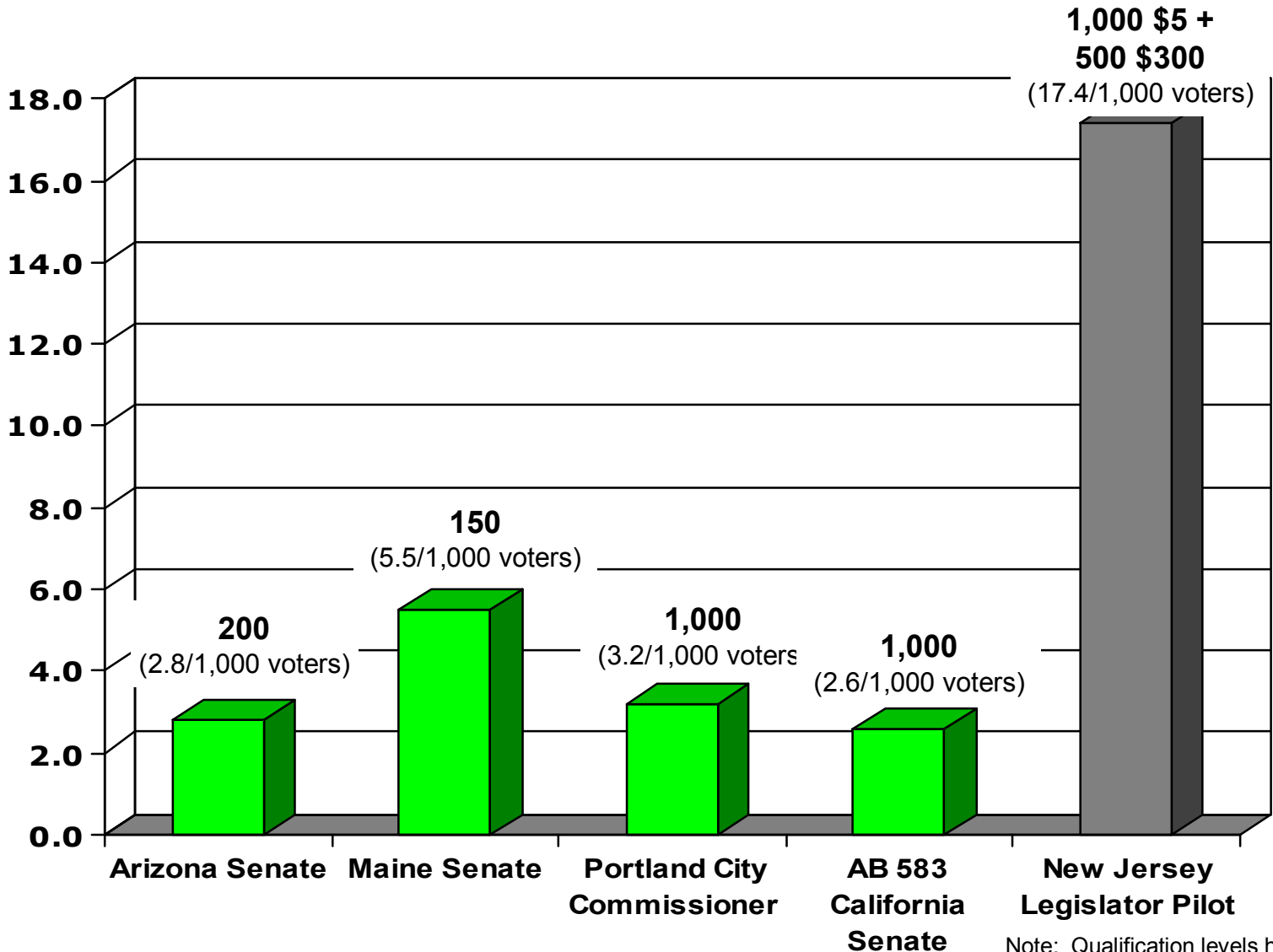


Calculating Qualifying Contributions: City Council

\$5 contributions and signatures per 1,000 registered voters

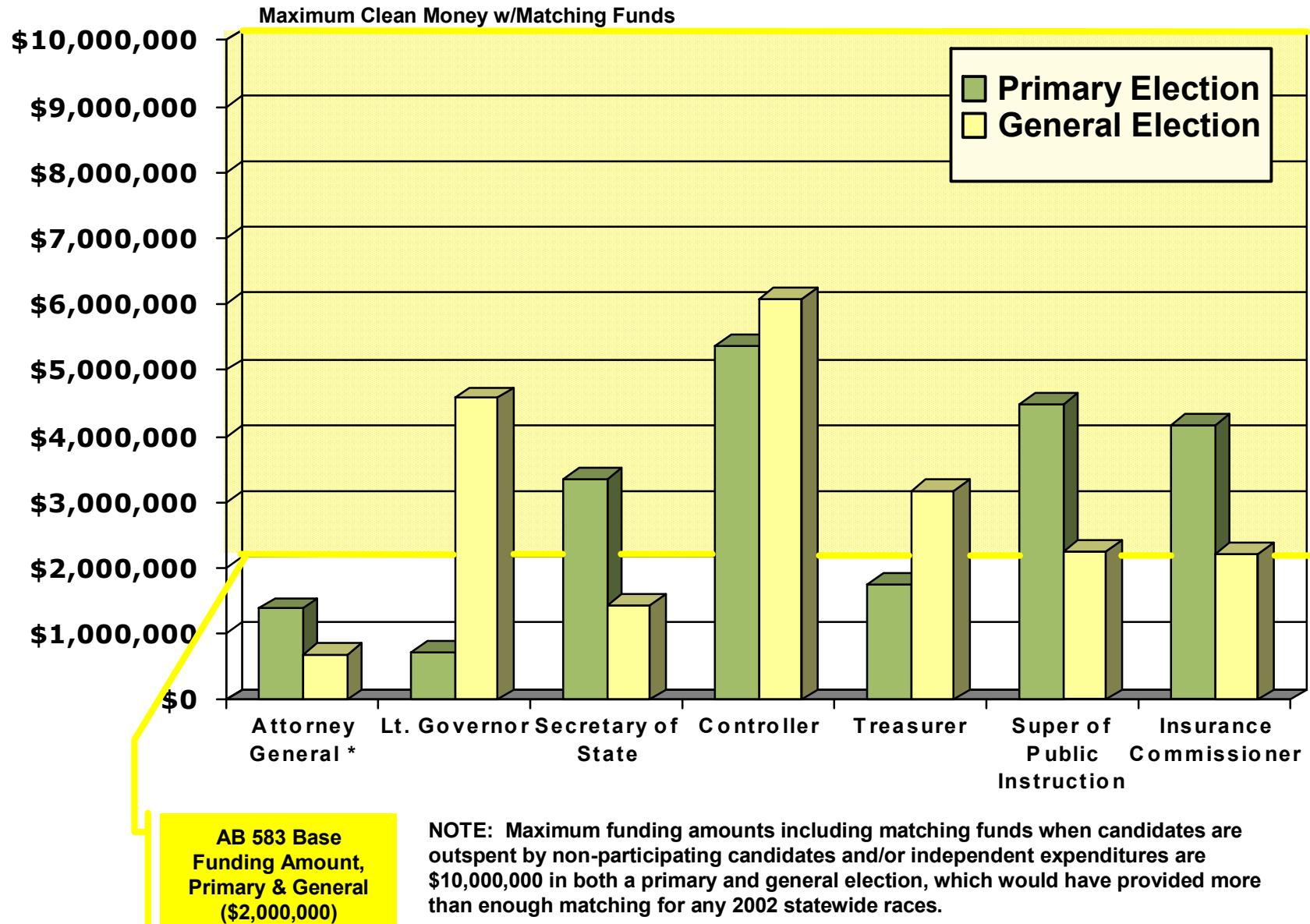


**When Qualifying Levels are Too High Even Qualified
Candidates Often Can't Qualify, as in initial New Jersey Pilot
*\$5 contributions and signatures per 1,000 registered voters***



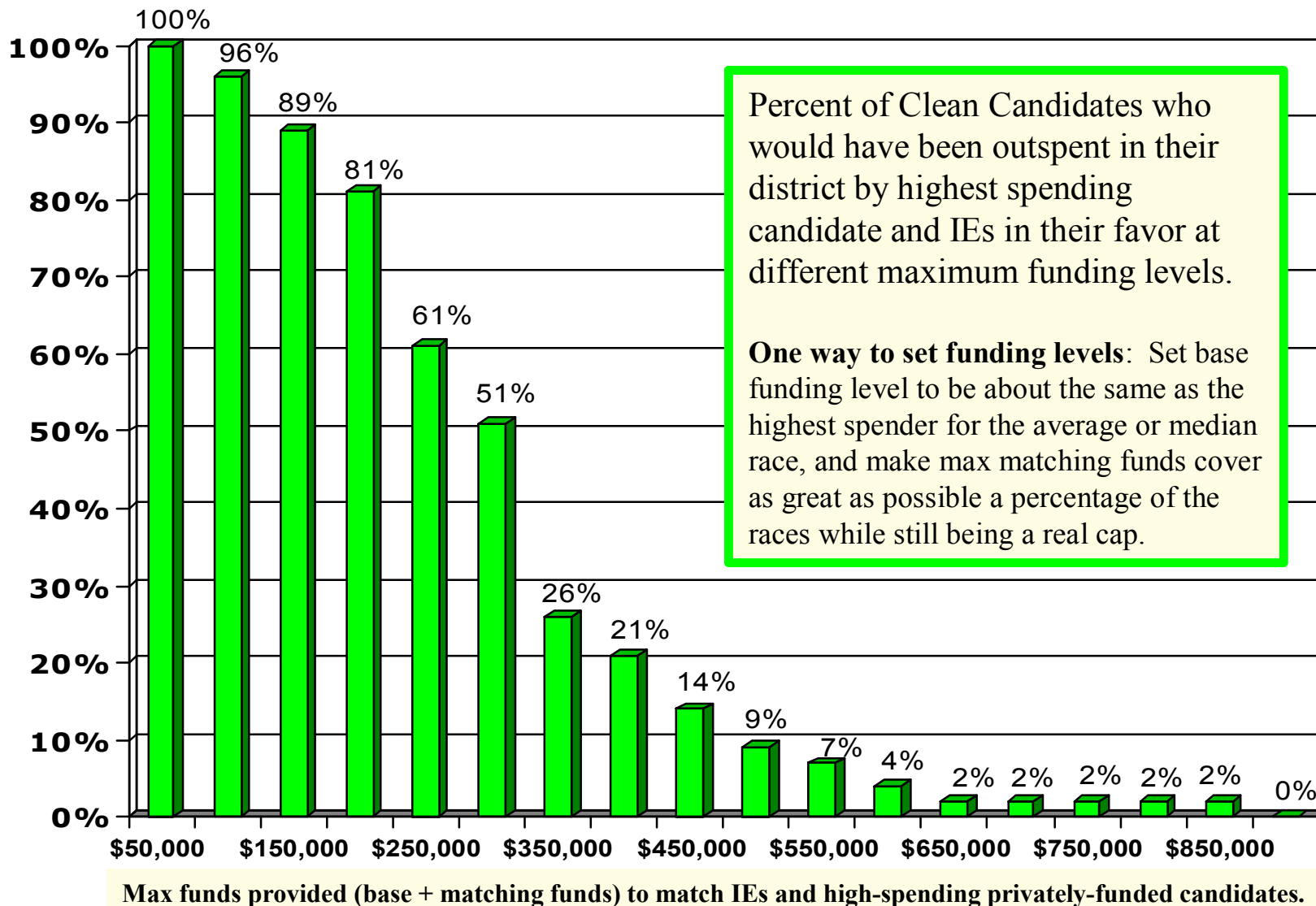
Calculating Base and Matching Funding Levels

Biggest Spenders in 2002 California Statewide Offices (excluding Governor)



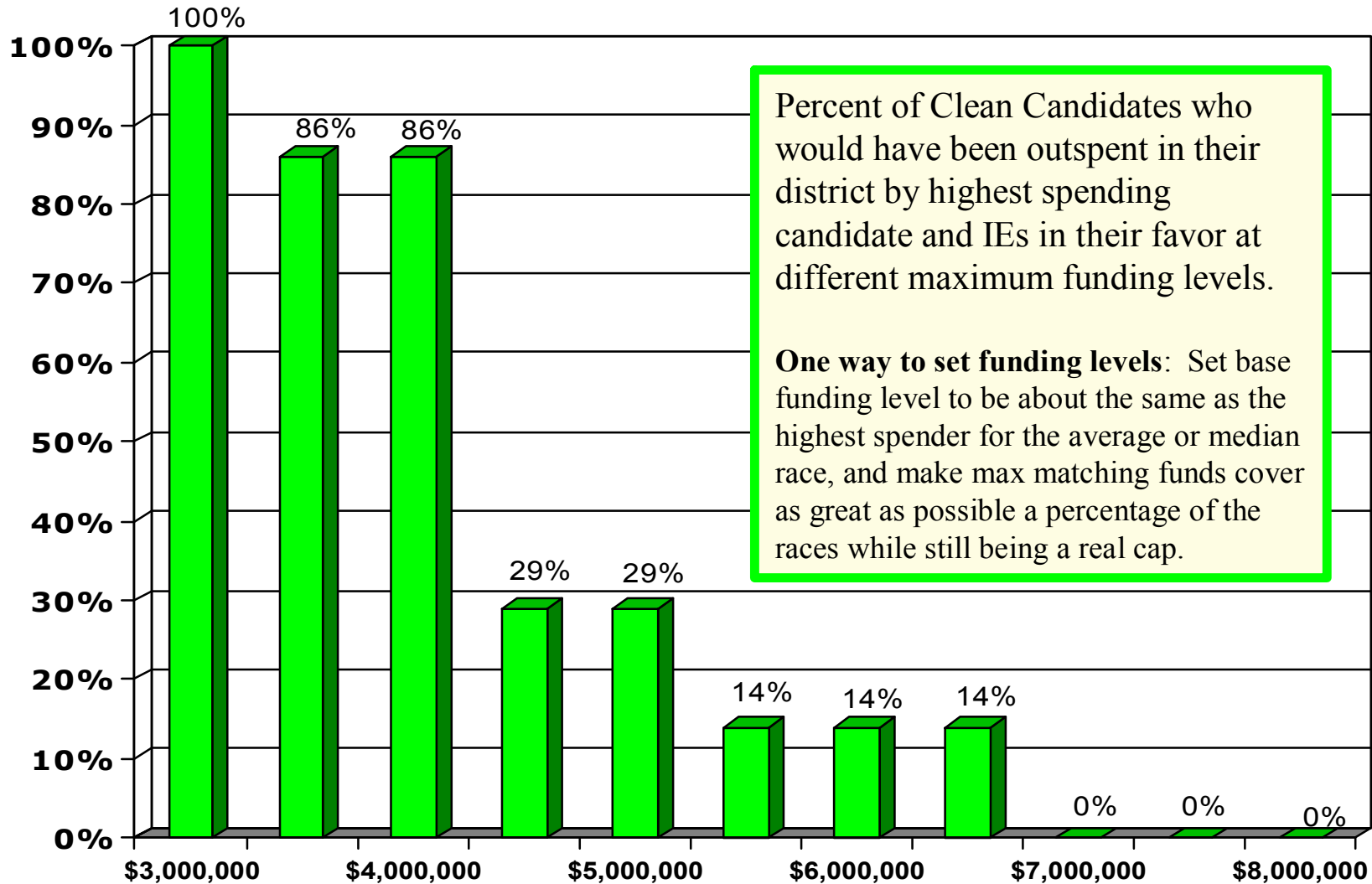
Percent of Races at Different Spending Levels

Los Angeles City Council Primaries 1993-2005



Percent of Races at Different Spending Levels

Los Angeles City Mayoral Primaries and Runoffs 1993-2005



Max funds provided (base + matching funds) to match IEs and high-spending privately-funded candidates.

Estimating Funding Need for Clean Money

OVERALL COSTS

- Rule of thumb: Overall costs of an effective Clean Money system that most candidates use is on the same order (+/-), of what is spent *currently* by privately funded candidates.
 - This with more candidates running and on a level playing field.
 - Spending afterwards only rises with inflation and/or increase in registered voters, not skyrocketing every year!
- Can estimate costs in a couple of different ways
 - Simplest: Multiply # races by 2 or 3 candidates per race times base funding provided plus average estimate for matching funds.
 - Historical: Look at what candidates actually ran and spent in previous race and assume some or all ran “clean” to see what costs would have been. (Contact TLange@CAclean.org for how to do this.)
- Typical overall cost is only between \$2-\$6 per person a year.
“A reasonable amount to pay to make sure elections are about ideas, not money.”

Clean Money Costs: Base vs. Matching

**It's worth it to provide adequate funding:
Doubling base funding amounts costs less than double.**

- E.g. Doubling proposed LA city system's base funding to an amount just under average competitive raise spending only increases estimated costs by ~30%.

**Providing higher matching fund limits is relatively
“cheap”, but provides confidence to potential candidates.**

- E.g. Providing up to a 4x match instead of only a 2x match in LA increases estimated worst-case costs by only 5-10%, but would provide a full match to 100% of all historical city council and mayoral races instead of only 90% of council runoffs and less than 50% of mayoral runoffs.
- Why? Only a relatively small number of races exceed max matching limits, so cost of matching them is small.