

Open & Accountable Elections



Millions

It now costs \$1 billion to run for US President

\$1,200

\$1,000

\$800

\$600

\$400

\$200

\$-

2000

2004

2008

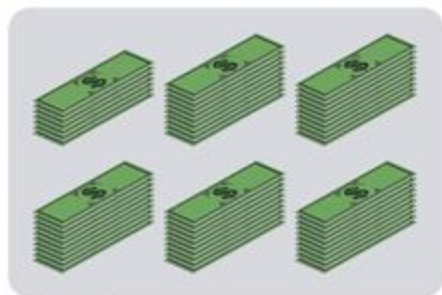
2012



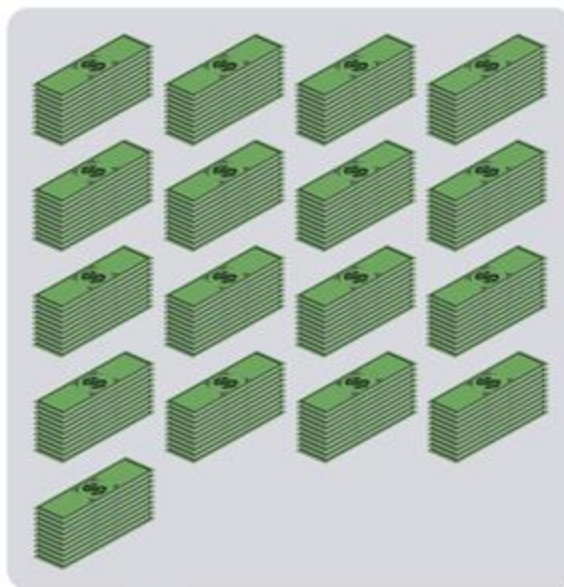
Year	Cost (Millions)
2000	~\$175
2004	~\$330
2008	~\$530
2012	~\$1,050

Big donors drown out small donors in Portland elections.

At least 6,000 small donors gave \$570,000.



Just 600 big donors gave \$1.7 million.



600 donors gave 60%

*Small donors gave \$250 or less. Big donors gave \$1,000 or more. All data for 2012.



= Approx. 100 donors



= \$10,000

Goals

Reduce influence of big money

Increase transparency and accountability

Empower voices of average Portlanders

Diversify candidates to more accurately reflect community

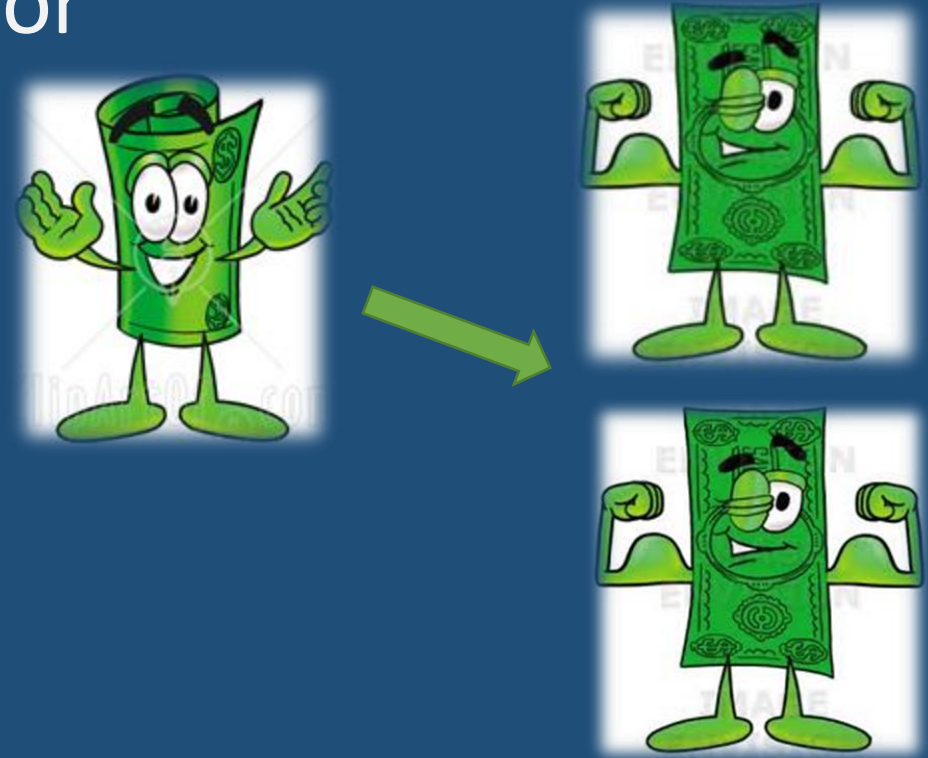
Successful campaigns engage broader public

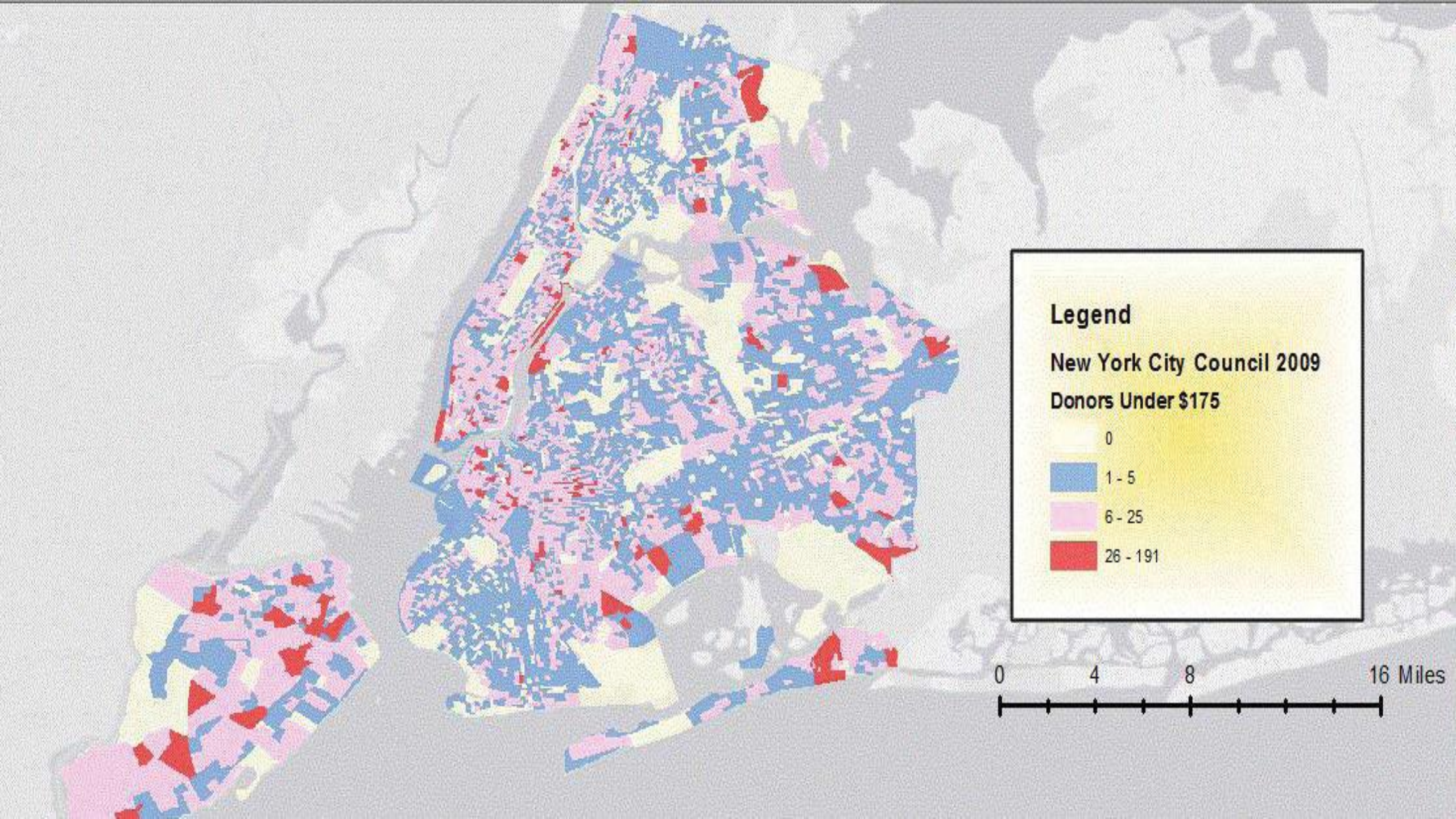
Utilize funds responsibly

Improve affordability of campaigns

Matching Program

- Proven to change candidate behavior
- Supplements small donations
- Places cap on qualifying donations
- Shifts focus back to small-dollar contributors





Benefits of Matching Program

Empowerment of small donors

Reducing big donations

Empowerment of candidates

Ability to be competitive

Public dollars are used wisely

\$250

6 to 1

Match up to \$50



\$50



\$350

How to participate?

File for office by petition

Public Finance Candidate

Campaign account

Accept qualifying contributions

Thresholds for participation

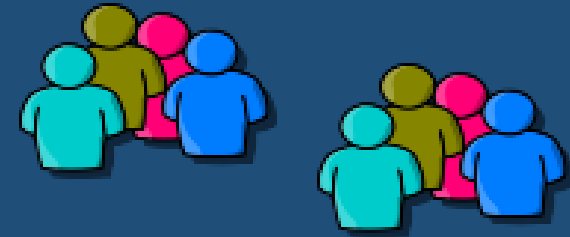
Commissioner seat

250 individuals



Total = \$2,500

Mayor's seat
500 individuals



Total = \$5,000

Participating candidates may only accept contributions from individuals

\$5,000



Spending Caps

Commissioner seat
\$550,000

Primary
\$250,000

General
\$300,000



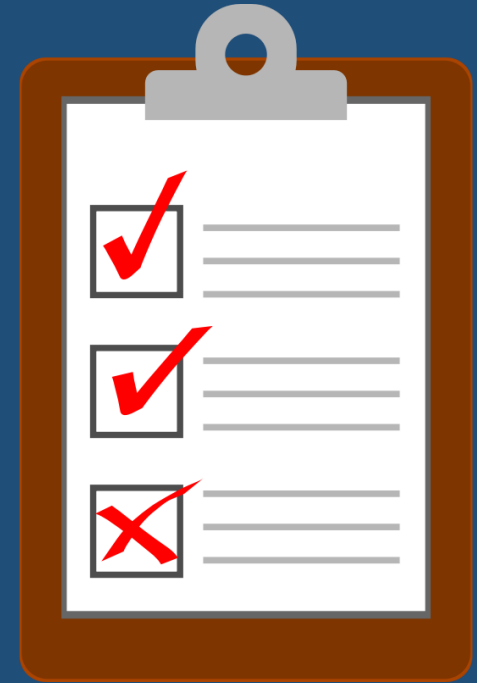
Mayor's seat
\$950,000

Primary
\$380,000

General
\$570,000



In-kinds



Transparency & Accountability

FINED!



Safeguard
public dollars



Provide
guidance

Make
recommendations

