



Principles, Goals And Guidelines, and Messages

Principles: Principles are the reason for and foundations surrounding a program. Find below some examples of Principles:

Sample Principles:

- 1) Honest and fair elections are the foundation of democracy and inspire public trust in government.
- 2) Voters are smart and will make the best choices if they are engaged in the process and offered the tools to consider information.
- 3) Each voter has different ideology, and should be offered the tools to consider candidates based on their personal morals.
- 4) Full implementation of the spirit of Santa Clara's Vote Ethics Program is a key factor in engaging the public and keeping candidates honest.
- 5) Transparency in government is important and leads to accountability and a higher caliber of public service.
- 6) Educated voters make better informed decisions.
- 7) Ethics in elections create voter empowerment.
- 8) Transparency and voter engagement will discourage candidates interested in personal gain over public service.
- 9) Limiting campaign contributions and full disclosure of contributors will lessen the influence of special interest money in government.
- 10) Others? _____

- 11) _____

Goals and Guidelines: Goals and guidelines are the measurable results and process oriented rules surrounding a project.

Sample Goals & Guidelines:

- 1) **Voter Registration:** Voter registration opportunities should be accessible for all parts of the community.
- 2) **Educated Voter Turnout:** Foster educated turnout, not just higher turnout.
- 3) **Voter Savvy:** Information from the City should help voters to become more educated, make it easy for them to engage and provide the tools to make thoughtful judgments about candidates.
- 4) **Unbiased:** Information from the City must always be unbiased. It should never tell voters "who" to vote for, either by direct mention or by inference.
- 5) **Bridge the Voter Gap:** Overcome voter apathy by engaging people who have been traditionally left out of direct mail and political campaigns.
- 6) **School Involvement:** Partner with schools to nurture future voters to increase knowledge and register to vote.
- 7) **Minority Languages:** Engage minority populations through multilingual and culturally conscious program elements.
- 8) **Criticism:** It is Okay for candidates to be critical of each other, so long as the criticism is true and in context.
- 9) **Others?** _____

- 10) _____

Messages: Messages are the content expressed and promoted by the program.

Sample Messages:

The primary messages were focused to help voters more effectively research candidates and better assess the truthfulness of candidates.

1) Avenues to more effectively research a candidate's ideology.

- Smart Voter website (other websites?)
- Community forums
- Candidate websites
- Direct mail
- Advertisements (cable, TV, print)
- Newspaper articles
- Directly from candidates
- There are no dumb political questions

2) Avenues to more effectively research a candidate's fundraising.

- Campaign disclosure forms at City and at County
- Online resources for viewing forms
- Third party research (websites?)

3) Avenues to more effectively interpret direct mail.

- Direct mail from candidates
- "Small Print" indicates who paid for it
- What is a "slate card?"
- What are "independent expenditures?"
- Critical mail vs. misleading "hit piece"

4) The best practices outlined in the City's Code of Ethics.

- Refer to your Code of Ethics

5) It is every voter's personal responsibility to be involved.

- Register to vote ... where?
- What day is Election Day?
- Your right to time-off to vote
- Vote by mail
- Voting allows you a say in your destiny

6) Others? _____

7) _____



Free and Paid Mediums

Free Mediums: These are resources that the City has either already programmed or budgeted for, and that can be arranged free of charge.

Sample Free Mediums:

1) Printed Media (Y/N)

Example: Pitch story to your local newspaper or write Op Ed.

2) Radio (Y/N)

Example: Public Service Announcement or news coverage at your local radio station.

3) Unique Community Resources (Y/N)

Example: Highway 101 electronic reader board in Santa Clara (free for City to use).

4) Online Resources and Social Media (Y/N)

Example: Create and host a website using your own internal team, such as santaclaracampaigndollars.org, or make postings on existing message boards, forums, websites, twitter, Facebook, etc.

5) Community Outreach (Y/N)

Example: Make presentations at Rotary, Kiwanis, homeowners associations, etc., or have a booth at the farmers market.

6) Volunteer Efforts (Y/N)

Example: Use volunteers to go door to door, set up coffees and get the word out.

7) Community Groups (Y/N)

Example: Partner with community service groups to use "word of mouth," be included in newsletters, etc.

8) Forums and Town Hall Meetings (Y/N)

Example: Offer facility for community groups to host Forums, consider televising forum(s) on city cable channel.

9) Polling Places and Voter Registration (Y/N)

Example: Work with ROV to identify best polling locations, distribute voter reg. cards at community events and City facilities.

10) Ethics and Finance Training (Y/N)

Examples: Host FPPC Workshop for Candidates and Treasurers, E-Filing training and other sessions as appropriate.

11) Others? _____

12) _____

Paid Mediums: These are resources not traditionally paid for by the City, they would require additional budgeting specifically for those programs.

Sample Paid Mediums:

1) Direct Mail (Y/N)

Example: Brochures, post cards and other collateral material mailed to voters

2) City Collateral (Y/N)

Example: City newsletter or newspaper, utility bill inserts, city calendar and other.

3) Advertisements (Y/N)

Example: Pay for advertising on TV, cable TV, radio, newspapers, movie theaters and other.

4) Street Banners (Y/N)

Example: Have a banner made with appropriate slogan, displays it on Main Street.

5) Mobile and Large Scale Advertisements (Y/N)

Example: Airplane banner, buss wrap, building wrap, or other use of the slogan.

6) Video News Briefs (Y/N)

Example: Aired on the City's Cable Channel 15 and on the City's website

7) Tchotchkes (Y/N)

Example: Have giveaways such as pencils, piggy banks, hats, etc.

8) Others? _____

9) _____



Ethics Program Worksheet Building Your Own Program

Principles: Principles are the reason for and foundations surrounding a program.

Your City's Principles:

- 1) _____

- 2) _____

- 3) _____

- 4) _____

- 5) _____

Goals and Guidelines: Goals and guidelines are the measurable results and process oriented rules surrounding a project.

Your City's Goals and Guidelines:

- 1) _____

- 2) _____

- 3) _____

- 4) _____

- 5) _____

Messages: Messages are the content expressed and promoted by the program.

Your City's Messages:

- 1) _____

- 2) _____

- 3) _____

- 4) _____

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Free Mediums: These are resources that the City has either already programmed or budgeted for, and that can be arranged free of charge.

Your City's Free Mediums:

- 1) _____

- 2) _____

- 3) _____

- 4) _____

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Your City's Paid Mediums:

1) _____

2) _____

3) _____

4) _____

5) _____

Putting It Together: What steps would be necessary to propose and implement good government programs in your own town?

1) How will you build internal support?

2) How will you build community support?

3) At what level do you hope the program will be funded?

4) What other steps will be necessary for your City?