



## VOLUNTARY CODE OF FAIR CAMPAIGN PRACTICES

The City Council of the City of Benicia declares that the purpose of this pledge is to encourage every candidate for City office and every Political Action Committee supporting or opposing candidates for City office or local ballot measures, subscribe to the City Voluntary Code of Fair Campaign Practices.

It is the intent of the City Council that every candidate for City office and every Political Action Committee supporting or opposing candidates for City office or local ballot measures, subscribe to the City Voluntary Code of Fair Campaign Practices by following the basic principles of honesty, fairness, responsibility and respect to which every candidate and Political Action Committee has a moral obligation to observe and uphold, in order that, after vigorously contested but fairly conducted campaigns, our citizens may exercise their constitutional right to a free and untrammelled choice, and the will of the people may be fully and clearly expressed on the issues.

The purpose in creating the City Voluntary Code of Fair Campaign Practices is to give voters guidelines in determining fair play and to discuss issues instead of untruths or distortions.

This pledge form may be returned to the:

City Clerk's Office  
250 East L Street  
Benicia, CA 94510

All Completed pledge forms submitted to the City Clerk will be maintained on file for public inspection for a period of one year.

[SEE ATTACHED FOR PLEDGE]

## BENICIA CODE OF FAIR CAMPAIGN PRACTICES

There are basic principles of decency, honesty, and fair play which every candidate for public office and every Political Action Committee supporting or opposing candidates for City office or local ballot measures has a moral obligation to observe and uphold, in order that, after vigorously contested, but fairly conducted campaigns, our citizens may exercise their constitutional right to a free and untrammelled choice and the will of the people may be fully and clearly expressed on the issues.

### THEREFORE:

- (1) I SHALL CONDUCT my campaign openly and publicly, discussing the issues as I see them, presenting my record and policies with sincerity and frankness, and criticizing without fear or favor the record and policies of my opponents which merit such criticism and without false or misleading statements.
- (2) I SHALL NOT USE OR PERMIT the use of character defamation, libel, slander, or scurrilous attacks on any candidate or his or her personal or family life, including whispering campaigns involving such statements.
- (3) I SHALL NOT USE OR PERMIT any appeal to negative prejudice based on race, religious creed, color, national origin, ancestry, physical or mental disability, marital status, pregnancy, sex, age, sexual orientation or other prohibited basis.
- (4) I SHALL NOT USE OR PERMIT any dishonest or unethical practice which tends to corrupt or undermine our American system of free elections, or which hampers or prevents the full and free expression of the will of the voters including acts intended to hinder or prevent any eligible person from registering to vote, enrolling to vote, or voting.
- (5) I SHALL NOT coerce election help or campaign contributions for myself or any other candidate from my employees.
- (6) I SHALL IMMEDIATELY AND PUBLICALLY REPUDIATE in writing or in the media support deriving from any individual or group which resorts, on behalf of my candidacy or in opposition to that of my opponent, to the methods and tactics which violate this code. I shall accept responsibility to take firm action against any subordinate who violates any provision of this code or the laws governing ethics.
- (7) I SHALL DEFEND AND UPHOLD the right of every qualified American voter to full and equal participation in the electoral process.
- (8) I SHALL ENSURE that all mailings are sent by the Friday before election Tuesday.

I, the undersigned candidate for election to public office in the City of Benicia or treasurer or chairperson of a committee making any independent expenditures, hereby voluntarily endorse, subscribe to, and solemnly pledge myself to conduct my campaign in accordance with the above principles and practices.

If you are a candidate for local office and accept the above terms of the Pledge, please sign and date the lines below:

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

If you are a representative accepting the above terms of the Pledge on behalf of a Political Action Committee, please provide the legal name of the Committee, sign, and date on the lines below:

Date: \_\_\_\_\_

Name of Political Action Committee: \_\_\_\_\_

Signature: \_\_\_\_\_