



# Election 101: How to Run for Office

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May 7, 2024

City of Martinez



# WELCOME

- **INTRODUCTIONS**
- Mayor Brianne Zorn
- City Manager Michael Chandler
- City Elections Official Kat Galileo

# WELCOME



## Topics

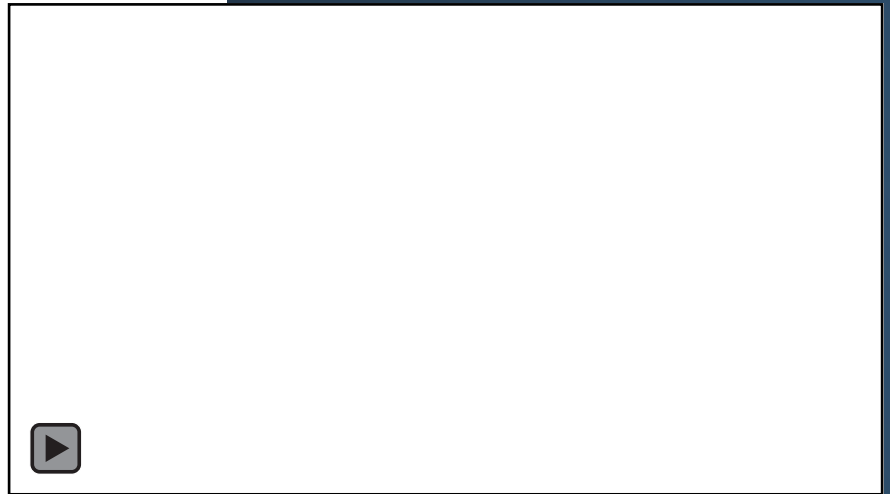
- November General Election
- Elected positions up for election in Martinez
- How to run for office – what you need to do first
- How to pull Nomination papers
- FPPC Filing obligations and forms

Note: Please submit questions in writing using the Q&A form, located on the table by the entryway. All answers will be posted online

at: <https://www.cityofmartinez.org/government/city-clerk/general-election-2024>

# How to Run for Office

- Qualifications
- Raising and Spending Money
- Nomination Period
- Campaign Forms
- Key Dates
- Advice & Resources





COUNCIL CHAMBER

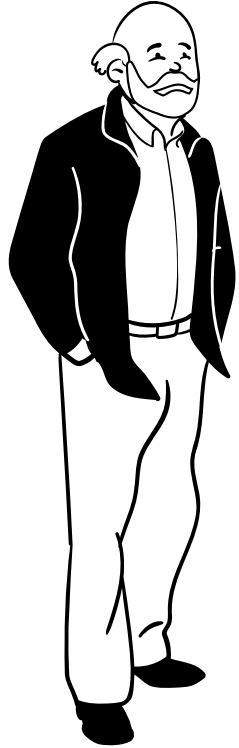


CITY COUNCIL –  
DISTRICT 2

CITY COUNCIL –  
DISTRICT 3

CITY TREASURER

# CANDIDATE QUALIFICATIONS



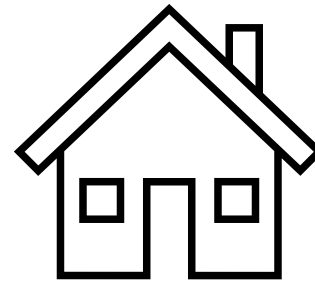
**+18 years**



**US Citizen**



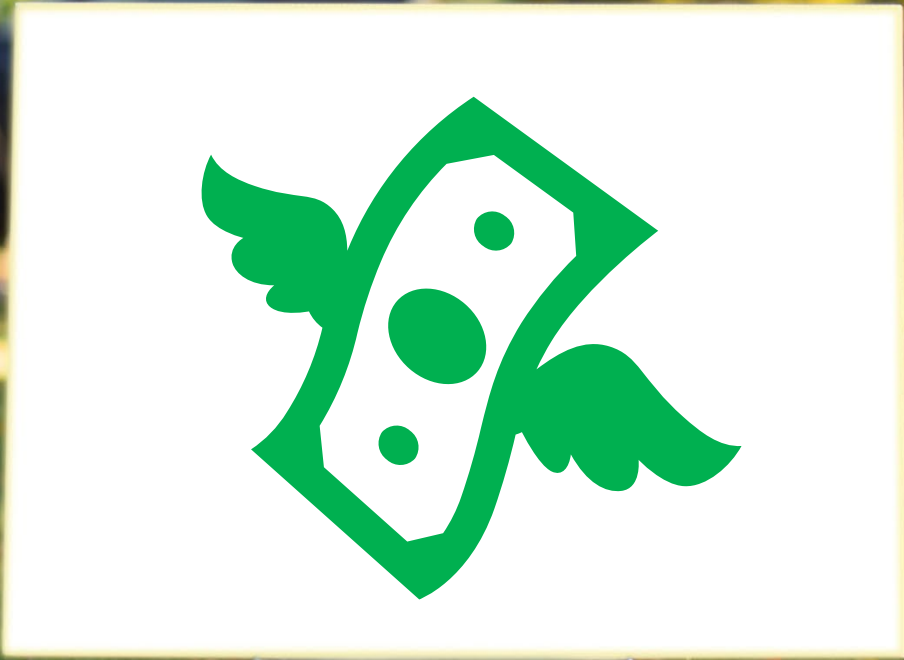
**Registered  
Voter**



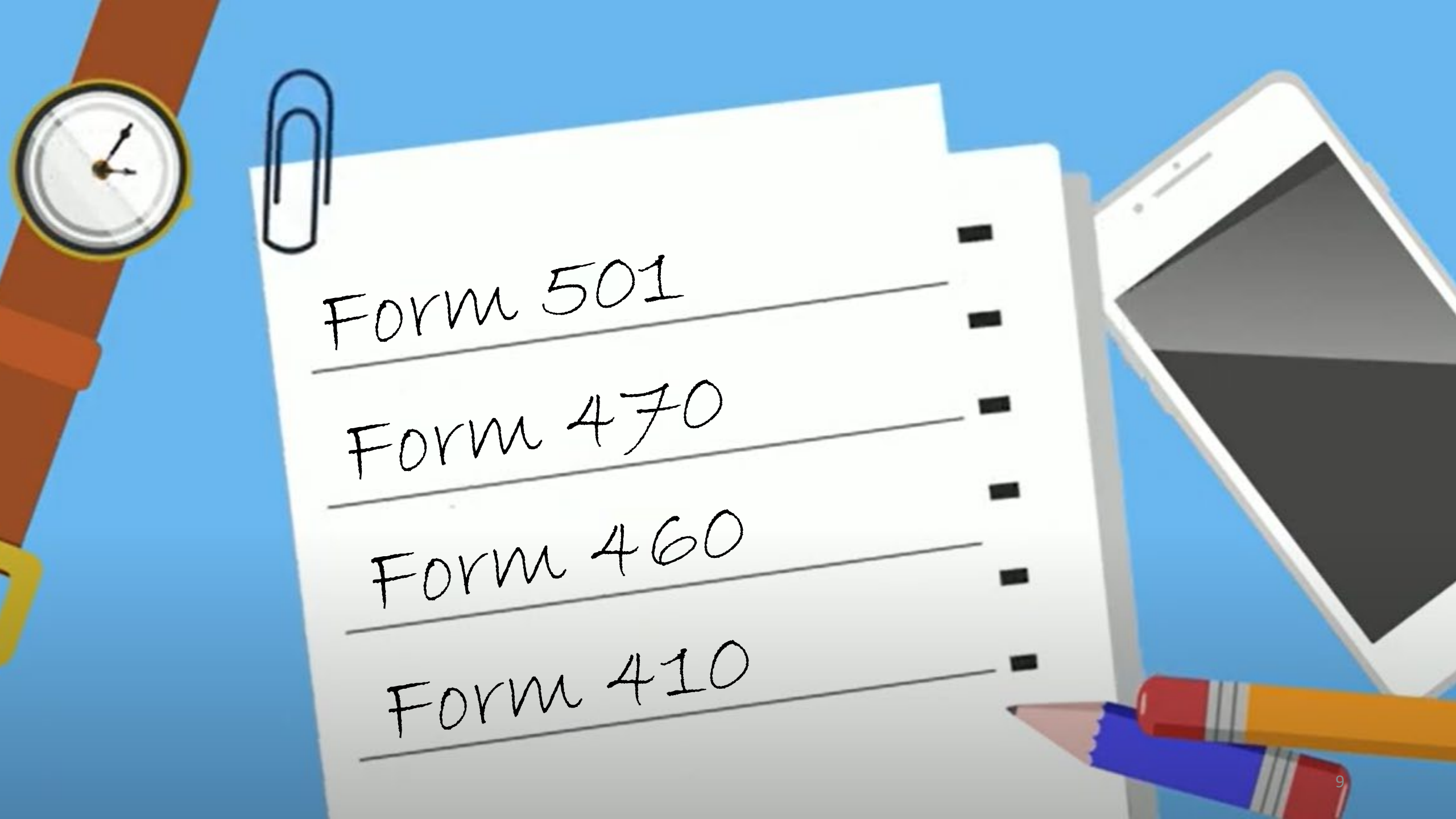
**Martinez  
Resident**



**Reside in  
District**





An illustration of a desk setup. On the left, a brown leather watch with a white face and black hands is visible. A silver paperclip is attached to the top left corner of a white notepad. The notepad has four lines of text. To the right, a white smartphone is shown with a black screen. At the bottom right, two pencils, one blue and one yellow, are lying horizontally. The background is a solid light blue color.

Form 501

Form 470

Form 460

Form 410



# FORM 501 CANDIDATE INTENTION FORM

## Candidate Intention Statement

Date Stamp

CALIFORNIA  
FORM **501**

For Official Use Only

Check One:  Initial  Amendment  
(Explain)

### 1. Candidate Information:

NAME OF CANDIDATE (Last, First Middle Initial)	DAYTIME TELEPHONE NUMBER	FAX NUMBER (optional)	EMAIL (optional)
	( )	( )	
STREET ADDRESS	CITY	STATE	ZIP CODE
OFFICE SOUGHT (POSITION TITLE)	AGENCY NAME	DISTRICT NUMBER, if applicable.	<input type="checkbox"/> NON-PARTISAN OFFICE
OFFICE JURISDICTION			PARTY PREFERENCE:
<input type="checkbox"/> State (Complete Part 2.)			(Check one box, if applicable.)
<input type="checkbox"/> City <input type="checkbox"/> County <input type="checkbox"/> Multi-County:	(Name of Multi-County Jurisdiction)	(Year of Election)	<input type="checkbox"/> PRIMARY / GENERAL
			<input type="checkbox"/> SPECIAL / RUNOFF

### 2. State Candidate Expenditure Limit Statement:

(CalPERS and CalSTRS candidates, judges, judicial candidates, and candidates for local offices do not complete Part 2.)

(Check one box)

I accept the voluntary expenditure ceiling for the election stated above.

I do not accept the voluntary expenditure ceiling for the election stated above.

Amendment:

I did not exceed the expenditure ceiling in the primary or special election held on \_\_\_\_\_ and I accept the voluntary expenditure ceiling for the general or special run-off election.

(Mark if applicable)

On \_\_\_\_\_ I contributed personal funds in excess of the expenditure ceiling for the election stated above.

### 3. Verification:

I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Executed on \_\_\_\_\_ Signature \_\_\_\_\_  
(month, day, year) (Candidate)

FPPC Form 501 (August/2023)  
FPPC Advice: advice@fppc.ca.gov (866/275-3772)  
www.fppc.ca.gov

Must be filed  
with the City  
Clerk **BEFORE**  
soliciting,  
raising, or  
spending any  
money in  
connection with  
your campaign

# - CANDIDATE FORMS -

410

Create a Campaign  
Committee (for \$2,000  
or more).

Filed with the  
Secretary of State

460

Expect to  
spend/raise more  
than \$2,000

File with City Clerk

470

Expect to  
spend/raise less  
than \$2,000

File with City Clerk

//  
**You must open a  
campaign bank  
account where you  
deposit all of your  
contributions**





I'm going to spend out of pocket for my campaign.



CALIFORNIA

Fair Political Practices Commission

WWW.FPPC.CA.GOV

Search 

[About FPPC](#)

[The Law](#)

[Learn](#)

[Advice](#)

[Enforcement](#)

[Transparency Portal](#)

[Media Center](#)

## What is the FPPC?

Video's about the role of the FPPC in politics.







## Candidate Toolkit

Congratulations on your decision to run for office! Whether you are running for your local school board or a seat in the California Assembly, there are campaign laws and regulations you must follow. The purpose of this toolkit is to help you understand the rules that ensure transparency and accountability in California elections. Click on the links below to find out what your responsibilities are before, during, and after the election. Good luck on your campaign!

- [Getting Started](#)
- [Campaign Reports](#)
- [Campaign Communications](#)
- [After the Election](#)

## Other Resources

- [Campaign Rules](#)
-  [Campaign Disclosure Manual 1 for STATE Candidates](#)
-  [Campaign Disclosure Manual 2 for LOCAL Candidates, including Judges.](#)
- [Training & Outreach](#)
- [On-Demand Video for Candidates and Treasurers](#)

## Candidate Toolkit

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▶ [When and Where to File Campaign Statements](#)

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▶ [State Contribution Limits and Voluntary Expenditure Ceilings](#)

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▶ [Campaign Forms](#)

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▶ [Campaign Disclosure Manuals](#)

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▶ [Campaign Advertising - Requirements & Restrictions](#)

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▶ [Candidate Toolkit](#)

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▶ [Getting Started](#)

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▶ [Statement of Economic Interests for Candidates](#)



## Form 410

All candidates and treasurers that anticipate reaching the \$2,000 threshold must file a Form 410 with the Secretary of State's office.

## Form 700

Local candidates that must file a Candidate Form 700 will file with their local jurisdiction. Those who are running for state offices will file their Form 700 with the FPPC.

## ID Number

Once you have submitted your Form 410 to the Secretary of State (SOS), you can visit their website to find your committee ID number. Enter the name of your committee in the search bar of the [Cal-Access database](#). If your ID number has been issued, the search results will show it next to your committee name. If the system cannot find your ID number, the SOS may not have had time to issue it yet, or there was an error on the Form 410 and they have sent you a letter via USPS asking you to correct the error and re-submit the form.

If you would like to receive a copy of your approved Form 410 from the Secretary of State, send a self-addressed stamped envelope with your original Form 410.

## Filing Deadlines

Throughout the campaign, you must file statements to report contributions and expenditures. Find the [filing schedule](#) for your campaign on our website.

# Advice

The FPFC responds to over 22,000 requests for advice, issues hundreds of advice letters, and conducts dozens of presentations to the regulated community annually.

GUIDANCE

ADVICE

[Home](#) : [Advice](#)

## Mission to Provide Assistance

Throughout its history, the Fair Political Practices Commission has been dedicated to ensuring that public officials, candidates, and campaigns have resources available to help them comply with the Political Reform Act.

## What We Offer

The FPFC offers dozens of fact sheets, guides, and other informational material. In addition, we offer

## Advice

- ▶ [About FPFC](#)
- ▶ [The Law](#)
- ▶ [Learn](#)
- ▶ [Advice](#)
- ▶ [Informal Advice](#)

Information About Incidents at PBF Energy

Meetings and Agendas

Mayor and City Council

Commissions and Committees

City Attorney

City Clerk

General Election 2024

City Treasurer

Measures

Municipal Code

Sustainability Resources

Climate Action Plan

Energy, Solar, Water

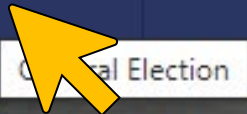
Garbage and Recycling Services

Sustainability Laws: Plastic Bag Ban, Polystyrene (Styrofoam) Ban, Single-Use Utensils & Condiments Ban

Green Living

Sustainability Resource Library

Parking Map



LEARN MORE! OUR OPPORTUNITIES!



# NetFile User Log In

[Get Help for this Page](#)

E-Mail Address

Password

[Lost Your Password?](#)

**Log In**

## Campaign Committee Filers

**New Campaign Committee Filers**  
[Create a New NetFile User](#)

### Training

[Request Campaign Committee Training](#)



### FPPC Information

[Committee Training & Outreach](#)  
[When & Where to File Campaign Statements](#)

### Signature Verification

[Sign Pending Campaign Statements](#)  
(For San Francisco, Berkeley & Agoura Hills Filers Only)

### Third-Party Uploads

## Form 700 (SEI) Filers

**New Form 700 Filers**  
[New User? Request a Password](#)

### Videos

[How to use the "Lost Your Password?" Feature](#)

### Documents

[FPPC Form 700 Instructions for 2023/2024](#)  
[FPPC Form 700 Reference Pamphlet for 2023/2024](#)  
[Current FPPC Local Gift Fact Sheet](#)  
[Current State Gift Fact Sheet](#)  
[Current FPPC Form 700 FAQs](#)

## Lobbyist Filers

**New Lobbyists**  
[Registration and Links](#)

# CITY CLERK'S OFFICE

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525 Henrietta Street  
Martinez, CA 94553



(925) 372-3512



Monday through  
Friday



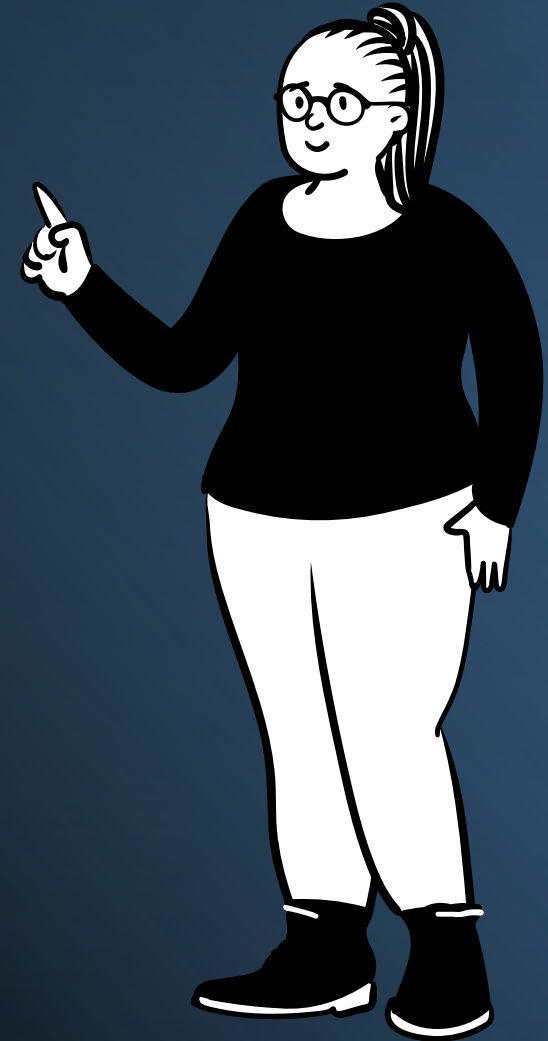
9am to 3pm

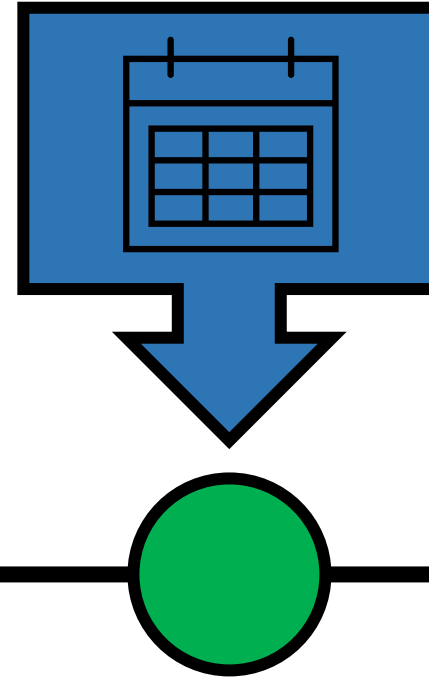
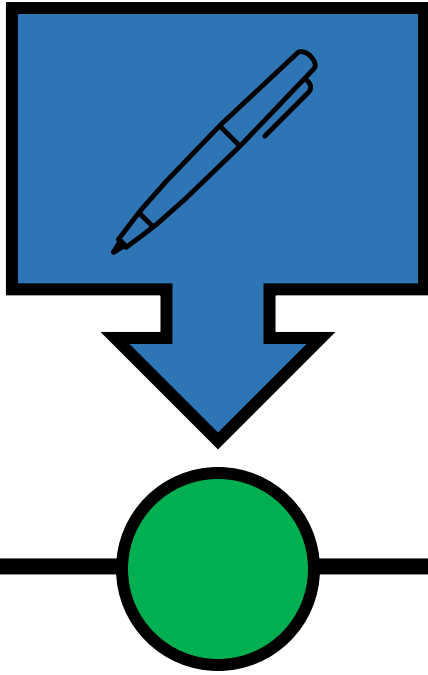


[www.cityofmartinez.org/government/city-clerk](http://www.cityofmartinez.org/government/city-clerk)

# NOMINATION PERIOD

The designated timeframe during which individuals can obtain and submit nomination materials to be considered as a candidate.





## NOMINATION PERIOD

always opens 113 days before Election Day and closes 88 days before Election Day

- **Monday, July 15th**
- **Friday, August 9th**




# NOMINATION FORM



That person  
doesn't live in  
Martinez

This nomination  
paper only has  
18 verified  
registered voter  
signatures

That name  
isn't in our  
records

An illustration of a woman with black hair, wearing a black top, standing at a wooden podium. The podium has a blue sign that reads "Running for City Council". She is gesturing with her right hand. A thought bubble above her head contains the text: "If you support my campaign for City Council, please sign my nomination paper." In the background, there are green bushes, a large tree on the right, and a white cloud in the sky. In the foreground, there are five other people: two women sitting on a bench on the left, a man clapping in the center, a man thinking on the right, and a woman clapping on the far right.

If you support  
my campaign  
for City Council,  
please sign my  
nomination paper.

Running  
for  
City Council



**2024 Nomination Period:  
Monday, July 15 – Friday, August 9**

Exception: The nomination period can be extended by 5 days if an eligible incumbent does not run.



## Martinez Municipal Code Title 16

Maybe I should change my  
mind about running for  
Office....





FPPC - Training Workshops &  
Webinars

NetFile - Final Forms Submission  
Training

Access to the City Clerk's Office

# CITY CLERK'S OFFICE

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525 Henrietta Street  
Martinez, CA 94553



(925) 372-3512



Monday through  
Friday



9am to 3pm



[www.cityofmartinez.org/government/city-clerk](http://www.cityofmartinez.org/government/city-clerk)



# ADVICE FROM THE MAYOR

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Presented By: Mayor Brianne Zorn



# Getting your campaign started



## **After you have completed the first steps...**

Get yourself a “kitchen cabinet”

- You can’t do everything yourself. Delegate tasks!
- Find folks you trust who are happy to provide their thoughts!

Fundraising

- Aim for \$10,000 to \$20,000 of donations. Check donation limits.
- Remember that every dollar you accept needs to be reported.

Endorsements

- Begin reaching out to organizations who might support you early.
- Be prepared for interviews and questionnaires.

**When you tell someone you are running for office, be able to direct them to your website, your donation page, or a facebook page.**

# Potential Expenses



## So you have money. Now what?

- Brand/Logo – one time \$500
- Website – \$50-\$200/month
- Campaign yard signs – \$10-\$20 each
- Large campaign signs – \$50-100 each
- Campaign swag (tshirts, magnets, etc)
- Facebook/Instagram targeted ads – \$100s+
- Google targets ads
- Automated texting
- Automated emails
- Flyers – Can be delivered by volunteers!
- Mailers – Assume \$1/resident
- County Elections Office – Voter Lists ~\$100



# Expectations for Office



## **Time Commitment**

1<sup>st</sup> and 3<sup>rd</sup> Wednesdays

Closed sessions

Special workshops

Subcommittees (finance, economic development, ad hoc, etc)

Meetings with staff/city manager

## **Pay**

Set “salary” ~\$500/month

Health benefits

## **Extra activities**

Meetings w/ members of the public

Conferences, trainings, workshops (paid for by City)

Speaking engagements (unpaid)

Ribbon Cuttings



**THE END**

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