

Fair Elections For Prince George's County

Program Design Overview



Fair Elections Prince George's Endorsers

Clean Water Action
Maryland Common Cause
Community Research
Democracy Initiative

Every Voice

Maryland PIRG

Maryland LCV

Our Revolution Prince George's
Progressive Maryland
Working Families Party



And growing!

Core Program Concept

Participating candidates agree to take only small donations, and in return the Fair Elections Fund is designed to allow them to run competitive campaigns without relying on big donors.

Program Goals

- Encourage civic participation by amplifying the role of everyday residents in our elections.
- Provide a viable campaign path for candidates of all backgrounds, based on the strength of their ideas and community support.
- Reduce the dependence of our political system on wealthy and well-connected special interests.

Program Basics

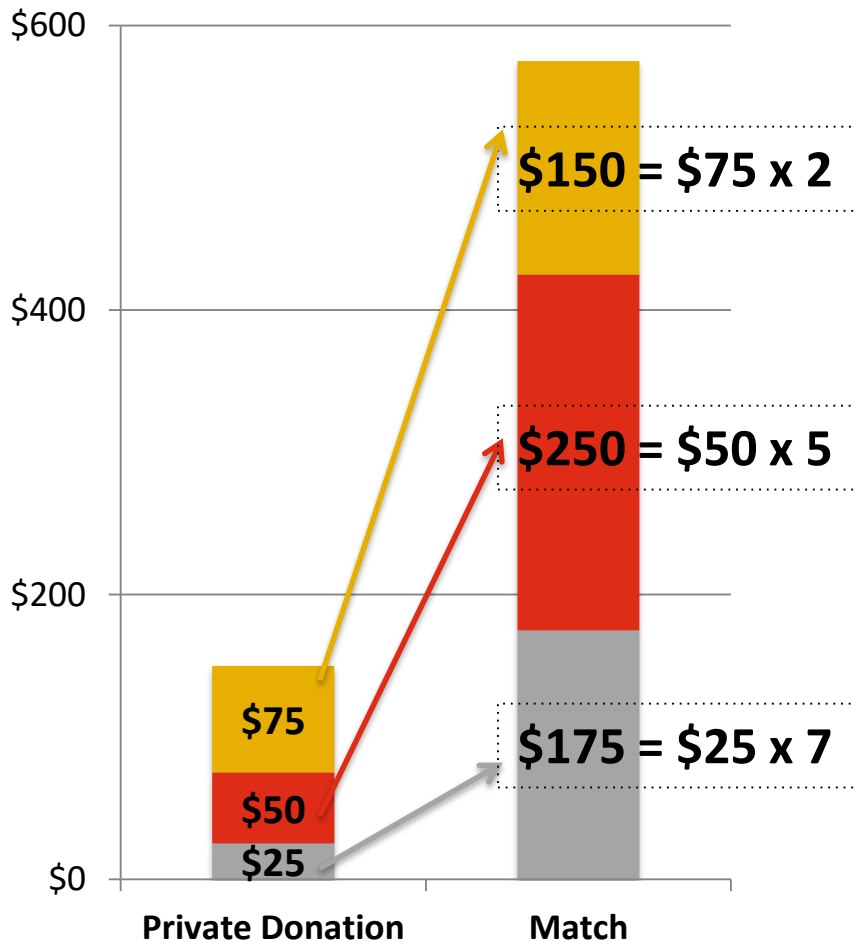
Qualifying Requirements

Candidates must demonstrate strong community support to qualify for public funds, by collecting at least the total amounts below from minimum numbers of PG county residents.

Office	Total Amount	No. Resident Donors
Executive	\$40,000	500
At-Large	\$15,000	250
District	\$7,500	150

Program Basics

Tiered Match Rates



Example:

\$150 donation
+ \$575 match
\$725 total to
candidate

The smaller the donation, the higher the match rate, to amplify the power of small donors.

Program Basics

Match Caps

Office	Max Matching Funds Per Candidate
Executive	\$1,000,000
At-Large	\$250,000
District	\$75,000

Limits on total matching funds to each candidate allow for competitive campaigns without draining the Fair Elections Fund.

Program Basics

Restrictions on Participating Candidates

To align with goals and protect public dollars:

- No donations from corp, org, PAC, or party entities
- Must have an opponent to receive matching funds
- No switching to private route midstream
- No transfers
- Return unspent funds

Program Design Methodology

Data

Campaign finance data from 2010 and 2014 that informed program design included:

- Spending by winners, without transfers, averaged across both cycles
- Current numbers of individual MD donors

Population and demographic data reviewed included:

- Size of county and districts
- Income of residents

Program Design Methodology

Balancing Act Examples

- Set qualifying thresholds that safeguard public funds, by only certifying serious candidates, while also being accessible and inclusive.
- Set match rates to emphasize the smallest donors (based on local income levels) and encourage candidates to talk to more residents, while also providing enough funds for candidate success.
- Set match caps to account for competitive races while also keeping overall program cost manageable.

Program Design Methodology

Adaptability Over Time

- MoCo program was largely designed prior to term limits, which will coincide with first use of the program
- Citizens' Commission provides funding flexibility
- Fair Elections Coalition is dedicated to working with Councils to ensure successful implementation