



Ballot Measure Committees

Congratulations on your decision to take part in the City of Oakland’s 2024 election process. The Public Ethics Commission enforces campaign finance rules and provides training and advice for individuals and groups subject to them. Committees formed to support or oppose a City ballot measure must comply with state and local rules to ensure proper reporting and disclosure of committee activities. This advisory will provide you with an overview of the key rules that you need to be aware of.

What is a ballot measure committee?

Any person or group that receives contributions of \$2,000 or more in a calendar year for the qualification, passage, or defeat of a ballot measure must register as a ballot measure committee by submitting a Statement of Organization ([Form 410](#)) to the California Secretary of State and the Oakland Public Ethics Commission.

Disclosure of Principal Officers

The Oakland Campaign Reform Act (OCRA) requires ballot measure committees disclose the principal officers of the committee on their Statement of Organization ([Form 410](#)). The disclosure must include the full name, street address, and telephone number of at least one (1) principal officer, as well as all principal officers up to a total of three (3).

Electronic Filing Requirement

Ballot measure committees are required to file campaign statements disclosing contribution and spending activity according to the FPPC’s [filing deadline schedule](#).

Note: Committees primarily formed to support the qualification, passage or defeat of a measure must file quarterly reports until the pre-election period begins for the election in which the measure will be voted upon. Thereafter, committee filing deadlines follow the pre-election schedule.

24-hour Reporting Requirement

A ballot measure committee that **receives** or **makes** contributions totaling \$1,000 or more from a single source within the 90 days before the election, including the date of the election, must report the contribution by filing a [Form 497](#) within 24 hours

Political Communications Disclaimer

The Oakland Campaign Reform Act (OCRA) includes new disclaimer requirements that must be incorporated in all campaign, officeholder, or legal defense communications. The disclaimer must include **“Paid for by”** immediately followed by the name, address, and city of that candidate or committee, and the committee identification number provided by the California Fair Political Practices Commission, if applicable. The address and city are not required in an audio communication.

It must also state that **“Funding details are available on the Oakland Public Ethics Commission’s website.”** All disclaimers must be presented in a clear and conspicuous manner to give the reader,

observer, or listener adequate notice. See Oakland Campaign Reform Act Section 3.12.200 for specific disclaimer details.

Social Media Account Disclaimers

Any candidate or committee that uses social media accounts to disseminate political communications **must include** the following statement on each account's home page:

This account is being used for campaign purposes by [name of candidate or committee].

Please refer to the Oakland Campaign Reform Act for additional information about social media requirements.

Supplemental Independent Expenditure Disclosure

The Oakland Campaign Reform Act requires that any committee or person required by state law to file a 24-hour or 10-day Late Independent Expenditure Report (FPPC Form 496) with the Public Ethics Commission also submit a Supplemental Independent Expenditure Disclosure ([OCRA Form 305](#)).

Mandatory Reporting by City Officials and Staff Who Solicit Political Contributions

Any Oakland public servant required to file a Statement of Economic Interests (Form 700) who successfully solicits a political contribution of \$5,000 or more to any committee from any person or entity that contracts or proposes to contract with the official's department must disclose the solicitation to the Public Ethics Commission within 30 days. To report a solicited contribution, use the online [OCRA Form 303](#).

For additional information on ballot measure committees, see the [FPPC's Campaign Manual for Ballot Measure Committees](#).

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