

Community Update

2016 Sunnyvale Measure M Election and Funding Report

Sunnyvale Public Lands Act

<http://www.SunnyvalePublicLandsAct.com>

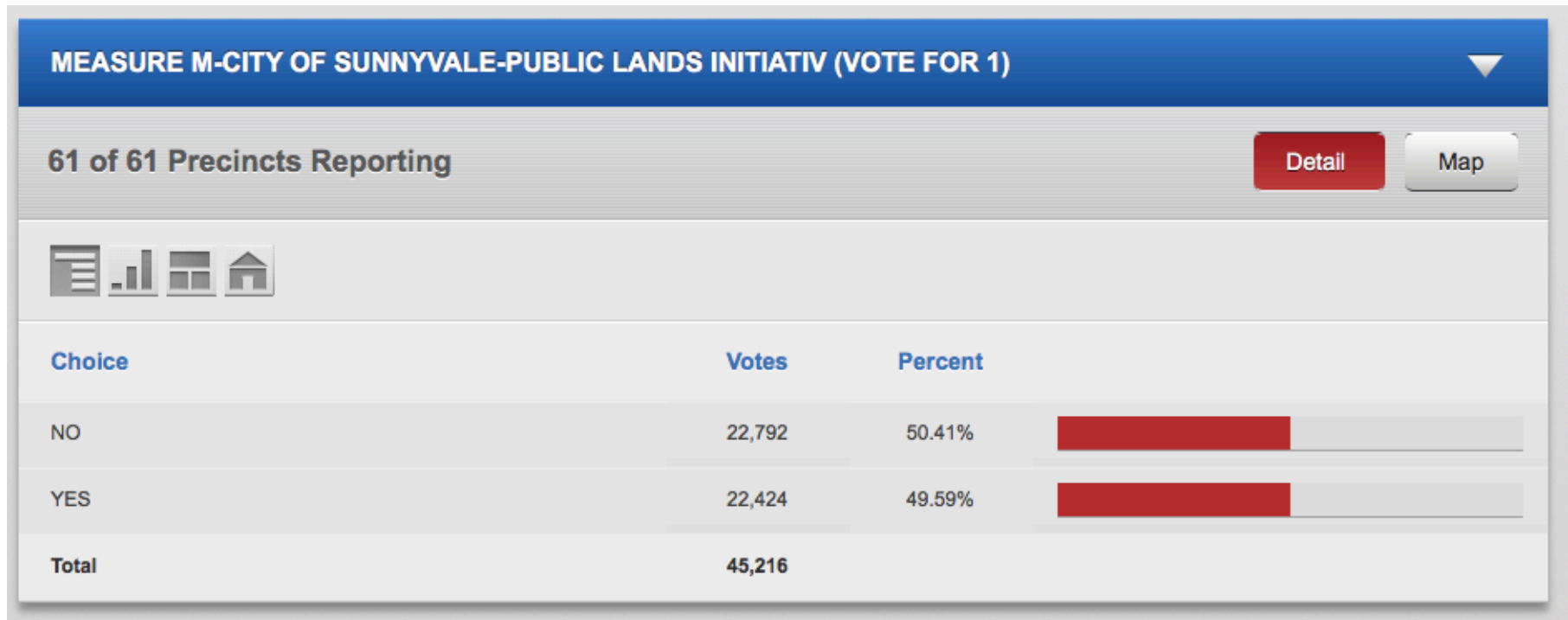
June 26, 2018

2016 Sunnyvale Measure M

Sunnyvale Public Lands Act (SPLA)





- **Citizen Ballot Initiative – Sunnyvale Public Lands Act**
 - Required Voter Approval For Sale / Lease / Swap / Trade Of Sunnyvale Public Use Lands
 - 7,411 Signatures Submitted. Petition Certified Sufficient, Qualified in 2015
 - Measure M Was Placed On The November 2016 Sunnyvale Ballot
 - Yes on M Raised ~\$25,000 In Individual Donations (petition + election phases)
- **Opposition Funding**
 - Three Sitting Council Members (Hendricks, Larsson, Griffith)
 - Four PACs Made Direct Donations and Independent Expenditures
 - Very Small Amount of Individual Donations
 - **Opposition Spent Nearly \$185,000**
 - **Nearly 98% Was From Sitting Council Members and PACs (election phase)**
- **The 2016 Petition Drive and Election**
 - 7,411 Signatures Of Sunnyvale Voters Submitted
 - Yes on M Team: Nearly 200 volunteers from 35+ neighborhoods
 - **Measure M Lost By Only 368 (0.82%) Votes Out Of 45,216 total votes**




2016 Measure M Results Santa Clara County ROV



Yes on M Lost By Only
368 (0.82%) votes out of 45,216 total votes

2016 Measure M Opposition Funding

(to date)	12/31/16	FROM FPPC FILINGS *
NO ON M DONORS	TYPE	TOTAL TO DATE
 Glenn Hendricks	Elected / Sitting	7,000.00
 Gustav Larrson	Elected / Sitting	8,000.00
 Jim Griffith	Elected / Sitting	21,166.98
 SunPAC	PAC	7,700.00
Other donations to Save our Sunnyvale, No on M	Other / Mixed Donors	4,108.70

INDEPENDENT EXPENDITURES : OPPOSITION TO M	TYPE	
 National Association of Realtors	PAC	108,875.14
 California Association of Realtors Mobilization PAC	PAC	25,000.00
 Santa Clara County League of Conservation Voters	PAC	ESTIMATE ONLY SEE ** 3,000.00

For Election 184,850.82

2016 Measure M Opposition Funding Summary

FUNDING SUMMARY - MEASURE M OPPOSITION









3 Sitting Sunnyvale Council Members	36,166.98
SunPAC	7,700.00
National Association of Realtors (NAR) PAC	108,875.14
Other PACs	28,000.00 **
Council Members and PAC Funding	180,742.12
Other / Mixed Donors to No on M Committee	4,108.70
Total Measure M Opposition Funding	184,850.82
Council Members and PACs % of Total	97.78%

* Source Sunnyvale City Clerk NetFile System FPPC Filings
<http://nf4.netfile.com/pub2/Default.aspx?aid=COS>

** Santa Clara County League of Conservation Voters Independent Expenditure is estimated. It was not reported to Sunnyvale.

Council Committee Funding Before and After The Measure M Election

The Need For Campaign Finance Reform

Measure M Position and Donor Rank (non-PAC)	OPPOSED <u>3rd Largest</u> \$7,000	OPPOSED <u>2nd Largest</u> \$8,000	OPPOSED <u>Top Donor</u> \$21,166.98	OPPOSED \$0.00	OPPOSED \$0.00	OPPOSED \$0.00	SUPPORTED \$2,000
Sunnyvale City Council							
SunPAC Donations * 	Hendricks	Larsson	Griffith	Klein	Smith	Melton	Goldman
2009 to 2015	2,500.00	2,500.00	5,000.00	NA	NA	NA	NA
Pre-Election 2016				5,000.00		2,500.00	
Post-Election 2016				1,500.00		1,500.00	
1Q 2017	5,000.00	5,000.00					
2Q 2017					2,000.00		
3Q 2017							
4Q 2017						2,500.00	

* SunPAC also made a December 12, 2016 Post-Election Donation of \$5,000 to Save Our Sunnyvale, No on M.

** Source Sunnyvale City Clerk NetFile System FPPC Filings
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