

**SUMMARY and FISCAL NOTE\***

<b>Department:</b>	<b>Dept. Contact/Phone:</b>	<b>CBO Contact/Phone:</b>
Legislative	Lish Whitson/(206) 615-1674	N/A

*\* Note that the Summary and Fiscal Note describes the version of the bill or resolution as introduced; final legislation including amendments may not be fully described.*

**1. BILL SUMMARY**

**Legislation Title:**

AN ORDINANCE related to political advertising and qualified public communications; expanding commercial advertisers’ duty to maintain and provide records regarding political advertising and qualified public communications; amending Sections 2.04.010 and 2.04.280 of the Seattle Municipal Code (SMC).

**Summary and background of the Legislation:**

This bill would amend the City’s regulations regarding commercial political advertising. It addresses a gap in the City’s campaign finance regulations that can undermine the integrity of the City’s elections and increase the risk of corruption or the appearance of corruption, including quid pro quo corruption through undisclosed commercial political advertising.

It defines a “qualified public communication” as a paid advertisement regarding a political matter of local importance, such as legislation. The bill requires that commercial advertisers maintain public records regarding qualified public communications and clarifies the types of records that commercial advertisers must keep.

**2. CAPITAL IMPROVEMENT PROGRAM**

Does this legislation create, fund, or amend a CIP Project?  Yes  No

**3. SUMMARY OF FINANCIAL IMPLICATIONS**

Does this legislation amend the Adopted Budget?  Yes  No

Does the legislation have other financial impacts to the City of Seattle that are not reflected in the above, including direct or indirect, short-term or long-term costs?  
None identified.

Is there financial cost or other impacts of *not* implementing the legislation?  
None identified

**3.a. Appropriations**

This legislation adds, changes, or deletes appropriations.

### 3.b. Revenues/Reimbursements

\_\_\_ This legislation adds, changes, or deletes revenues or reimbursements.

### 3.c. Positions

\_\_\_ This legislation adds, changes, or deletes positions.

## 4. OTHER IMPLICATIONS

- a. **Does this legislation affect any departments besides the originating department?**  
The Seattle Ethics and Elections Commission would enforce the legislation.
- b. **Is a public hearing required for this legislation?**  
No.
- c. **Does this legislation require landlords or sellers of real property to provide information regarding the property to a buyer or tenant?**  
No.
- d. **Is publication of notice with *The Daily Journal of Commerce* and/or *The Seattle Times* required for this legislation?**  
No.
- e. **Does this legislation affect a piece of property?**  
No.
- f. **Please describe any perceived implication for the principles of the Race and Social Justice Initiative. Does this legislation impact vulnerable or historically disadvantaged communities? What is the Language Access plan for any communications to the public?**  
None identified.
- g. **If this legislation includes a new initiative or a major programmatic expansion: What are the specific long-term and measurable goal(s) of the program? How will this legislation help achieve the program's desired goal(s).**  
Not applicable.

**List attachments/exhibits below:**

None