



CalPERS Board of Administration

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## **2021 Special Public Agency Member Election Campaign Guidelines**

Chapter 2 of Division 1 of Title 2, section 554.2 of the California Code of Regulations defines the Campaign Guidelines for the CalPERS Board of Administration Election. Pursuant to this authority, CalPERS has developed these guidelines governing the conduct of candidates running for the CalPERS Board of Administration. The purpose of these guidelines is to ensure that elections for the Board of Administration are conducted in a manner that is fair and equitable. Accordingly, CalPERS will closely monitor campaign activities and act, as appropriate, to resolve disputes over compliance with the requirements set forth herein.

### **Restrictions on Use of State Building or Facility**

Candidates may not use any state or local agency buildings/facilities for campaign purposes as set forth in Government Code sections 8314, 82015 or 82025. Section 8314 prohibits the use of public resources for a campaign activity which is substantial enough to result in a gain or advantage for the user. This prohibition extends to campaigning at union meetings and/or workshops conducted on state property.

### **Distribution of Campaign Materials**

Subject to the provisions herein that are specific to facilities owned or controlled by CalPERS, candidates, or volunteers on candidates' behalf, may campaign in public areas in a manner that does not interfere with business activities or applicable public health guidelines/protocols. This includes any publicly accessible areas wherein the owner or controlling authority will permit campaign activities. Any large hand-held signs must not interfere with business activities or impede or block walkways, sidewalks, etc.

### **Union Literature**

Collective bargaining agreements often define the conditions under which a union may distribute literature to its members. This includes posting literature on bulletin boards accessible to the public, sending information to its members by mail and/or electronically, as well as distributing literature at a union meeting or workshop. CalPERS will defer to the provisions in a collective bargaining agreement that pertain to the distribution of literature to the extent they are not inconsistent with these guidelines. For purposes of this section, the CalPERS Board elections are not considered "of a partisan political nature" as that term is used in various collective bargaining agreements.

## **CalPERS Logo**

Candidates are prohibited from using the CalPERS logo, website, trademark, or other intellectual property on campaign materials including, but not limited to, print materials, web pages, and social media.

The use of CalPERS letterhead for campaign related correspondence is prohibited.

## **Campaign Signs**

To prevent the appearance of bias or support, candidates may not post campaign signs on CalPERS property. CalPERS property locations include, but are not limited to:

- 400 P and Q Streets
- 5th & Q Street parking lot
- 1800 7th Street, Sacramento, California 95811
- 918 R Street, Sacramento, California 95816
- 2300 Front Street, Sacramento, California 95818
- 10 River Park Place East, Suite 230, Fresno, CA 93720
- 655 North Central Avenue, Suite 1400, Glendale, CA 91203
- 650 East Hospitality Lane, Suite 330, San Bernardino, CA 92408
- 7676 Hazard Center Drive, Suite 350, San Diego, CA 92108
- 181 Metro Drive, Suite 520, San Jose, CA 95110
- 500 North State College Boulevard, Suite 750, Orange, CA 92868
- 1340 Treat Boulevard, Suite 200, Walnut Creek, CA 94597

Within the City of Sacramento, signs should be removed within 15 days following the election. For additional campaign sign removal information outside of the Sacramento area, please contact the specific local governing agency for more information.

## **Photographing CalPERS Staff**

Candidates may not request that CalPERS staff be photographed with or without the candidate and may not publish any photograph depicting CalPERS staff.

## **Use of Public Resources**

Candidates are prohibited from using public resources for campaign activities. Such prohibited uses include, but are not limited to the following:

- Using CalPERS telephone numbers or a telephone number paid for by CalPERS on campaign materials, including web pages.
- Transmitting campaign material from, or to, any government computer or telephone.
- Using CalPERS mailing addresses on campaign materials including web pages.

- Using public resources including land, buildings, facilities, staff, equipment, supplies, CalPERS official photos, postage, telephones, computers, vehicles, and travel for campaign or election purposes.
- Using CalPERS letterhead for campaign-related correspondence.
- Using state employees to prepare any campaign or personal correspondence while on state work time.

### **Incumbents**

Incumbents on the CalPERS Board of Administration are prohibited from claiming reimbursement for trips to promote their candidacy for the Board. Travel for Board business is not to be scheduled to facilitate participation in any campaign activity.

### **Fair Political Practices Commission (FPPC)**

The above guidelines do not address the requirements of the Political Reform Act or other conflict of interest rules that apply. Please contact the FPPC (916) 322-5660, toll-free at (866) 275-3772, or [www.fppc.ca.gov](http://www.fppc.ca.gov) for additional information.