

RESOLUTION NO. _____

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASADENA
RESCINDING RESOLUTION NO. 9396, AND APPROVING A
VOLUNTARY FAIR CAMPAIGN PRACTICES AGREEMENT
PURSUANT TO PASADENA MUNICIPAL CODE SECTION 9.88.050 TO
BE DISTRIBUTED BY THE CITY CLERK TO ALL CANDIDATES FOR
PUBLIC OFFICE IN PASADENA**

WHEREAS, on August 7, 1984, the Board of Directors adopted the Pasadena Fair Campaign Practices and Disclosure Ordinance; and

WHEREAS, Section 9.88.050 of that Ordinance requires the Pasadena City Council to approve by resolution, a voluntary fair campaign practices agreement to be distributed by the City Clerk to all candidates for public office; and

WHEREAS, the regulations of the City's Fair Campaign Practices Ordinance continue to apply to candidates for public office in Pasadena.

THEREFORE, BE IT RESOLVED by the City Council of the City of Pasadena that the "Pasadena Fair Campaign Practices Agreement" presented herewith is approved, and the City Clerk is authorized and directed to provide a copy of the Agreement with each set of nomination papers and to each candidate for election to City office, as required by Section 9.88.050 of the Pasadena Fair Campaign Practices and Disclosure Ordinance.

Adopted at the regular meeting of the City Council on the _____ day of February, 2026, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Mark Jomsky
City Clerk

APPROVED AS TO FORM:


Michele Beal Bagneris
City Attorney/City Prosecutor

PASADENA FAIR CAMPAIGN PRACTICES AGREEMENT

1. Fair Campaign Pledge

I pledge to conduct my campaign for election to City office openly and fairly. To this end:

- a. I will discuss the issues and participate in fair debate with respect to my views and qualifications;
- b. I will not engage in or permit defamatory attacks upon the character of my opponents;
- c. I will not engage in unwarranted invasions of personal privacy unrelated to campaign issues;
- d. I will not use or permit use of any campaign material or advertisements which misrepresent, distort, or otherwise falsify any facts regarding myself or my opponents;
- e. I will publicly repudiate support coming directly or indirectly from any individual or group whose activities would violate this Fair Campaign Practices Agreement.

2. Written Campaign Messaging

- a. I will clearly identify myself (or my campaign committee) as the source of all my written campaign messaging.
- b. If all my opponents sign this Agreement, then during the last 30 days before the election I will provide my opponents with copies of all written campaign messaging distributed to voters at least 48 hours before such messaging is distributed, posted, or placed in the mail where myself (or my campaign committee) expends funds towards the distribution or amplification of such messaging, including mailers, billboards, signage, electronic mail (to 250 or more recipients), videos, or social media.
- c. I acknowledge having signed this agreement that I may not withdraw from the agreement without first giving written notice to all of my opponents, as well as the City Clerk, of alleged violation(s) and attempting to mitigate or address any alleged violation concerns within 72 hours of said notice. I will continue to abide by the agreement until such mitigation efforts have concluded, but no earlier than 72 hours from said initial notice.

3. Use of Polls and Polling Information

- a. I will not use or permit use in my campaign statements any false or misleading statements concerning the results of any poll.
- b. I will not originate or permit questions to be asked in polls which misrepresent, distort, or otherwise falsify the facts regarding myself or my opponents.

4. Voter Support Information

a. I agree that any campaign materials used to demonstrate voter support for my campaign will be distributed only after obtaining the voter's written consent, including approval of whether and what location information about the voter may be included.

DATE:

Signature of Candidate