

Seattle

Ethics

And

Elections

Commission



ABOUT THE SEATTLE ETHICS AND ELECTIONS COMMISSION: The Commission is a seven-member, citizen body that interprets, administers and enforces the Seattle Elections Code, Code of Ethics, Election Pamphlet Code and Whistleblower Protection Code. Three members are appointed by the Mayor (confirmed by the City Council), three are appointed by the City Council and the seventh is appointed by the other six and confirmed by the City Council. The members serve three year terms.

The current members are:

Timothy Burgess, <i>Chair</i>	Council appointee thru December 2001
Sharon Kim Gang, <i>Vice Chair</i>	Mayoral appointee thru December 2002
Mary Brucker	Mayoral appointee thru December 2002
Paul J. Dayton	Commission appointee thru December 2000
J. Patrick Dobel	Council appointee thru December 2001
Daniel J. Ichinaga	Council appointee thru December 2000
Catherine Walker	Mayoral appointee thru December 2000

Commission staff includes:

Carolyn M. Van Noy
Executive Director, 684-8577, carol.van.noy@ci.seattle.wa.us

Bob DeWeese
IT Professional, 684-8579, bob.deweese@ci.seattle.wa.us

Glenda J. Graham-Walton
Training & Education Specialist Sr., 615-0948
glenda.graham-walton@ci.seattle.wa.us

Brian Malarky
Investigator, 684-8578, brian.malarky@ci.seattle.wa.us

Anne Rochon
Administrative Specialist II (TES), 684-8576
ethicsandelections@ci.seattle.wa.us

Contacting the Commission:

Address:
226 Municipal Building
600 Fourth Avenue
Seattle, Washington 98104

Phone: (206) 684-8500
Fax #: (206) 684-8590
City Mail Stop: 01-02-01
e-mail: carol.van.noy@ci.seattle.wa.us
Web: <http://www.ci.seattle.wa.us/ethics/>

Re: Report Of Contributions and Expenditures In The 1999 City Election

Dear Citizen:

The attached report is published by the Seattle Ethics and Elections Commission to give you information about the financing of the 1999 Seattle City campaigns. It was compiled from the campaign finance disclosure reports that the candidates and ballot issue committees were required to file, under the Seattle Elections Code. The data presented here includes all such reports filed for the 1999 election cycle.

Five City Council positions were on the ballot in 1999, as well as fifteen separate ballot propositions. Council Positions 1, 7 and 9 were open this year because incumbent Councilmembers Choe, Donaldson and Podlodowski did not run for reelection. The incumbents in Council Positions 3 and 5, Councilmembers Steinbrueck and Pageler, did run for reelection. Proposition 1 on the general election ballot was a levy to fund improvements and construction to Seattle Center facilities as well as neighborhood community centers. Propositions 2 through 15 included various amendments of the City's Charter.

The data discloses four trends of note:

- For the first time, the total amount of contributions raised and expenditures made by City Council campaigns reached one million dollars. In 1995, the total amount of contributions raised and expenditures made by City Council campaigns was \$718,444 raised and \$753,896 spent; in 1997, \$838,816 raised and \$860,406 spent; and in 1999, \$1,110,780 raised and \$1,112,164 spent.
- In the City Council races there is increasing reliance on large contributions as a source of campaign funding. The average contribution size jumped significantly this year, from \$88 in 1995 and \$94 in 1997 to over \$107 in 1999, an increase of 14% from 1997, far in excess of inflation. At the same time, the number of contributors decreased. In 1995 there were 10,183 contributors to City Council candidates. The number of contributors dropped to 9,382 in 1997 and to 9,069 in 1999.
- For the first time, significant Independent Expenditures were made promoting and opposing candidates for City Council. Over \$110,000 was spent by individuals and committees independently this year, 10% of the amount spent by authorized candidate committees.
- Spending on ballot issue campaigns has continued its five year drop. In 1995 \$1.4 million was spent promoting or opposing Seattle ballot measures. In 1996 this dropped to \$699,000. The trend has continued, with \$525,000 spent in 1997, \$489,000 in 1998 and just \$289,043 spent in 1999 to promote or oppose measures that appeared on the ballot.

Since July 1995, we have distributed reports of the campaign finances of City office candidates and City ballot issue committees in paper copy and on the web. This year's web version can be found at:

<http://www.ci.seattle.wa.us/ethics/el99a/report/filings/filings.htm>

We hope this report assists you in understanding and participating in City government. If we can provide more information, please call us at 206/684-8500, e-mail us at carol.van.noy@ci.seattle.wa.us, or come into the office at 226 Municipal Building, 600 Fourth Avenue, Seattle, 98104. We welcome your interest.

Sincerely,
Carolyn M. Van Noy,
Executive Director

Data compiled by:
Robert B. DeWeese,
IT Professional

TABLE OF CONTENTS

	Page
I. INTRODUCTION	1
II. 1999 CITY OFFICE AND BALLOT ISSUE VOTE RETURNS (reported from data compiled by King County Records and Elections)	
A. Primary Election	2
B. General Election	3
III. 1999 CITY OFFICE AND BALLOT ISSUE CAMPAIGN CONTRIBUTIONS	
A. Total Contributions	5
B. Size Of Contributions	11
C. Area Of Contributors	16
D. Type of Contributors	21
IV. 1999 CITY OFFICE AND BALLOT ISSUE CAMPAIGN EXPENDITURES	
A. Total Expenditures	27
B. Types Of Expenditures	30
V. YEAR TO YEAR TRENDS	
A. Total Contributions Received, Averaged by Position	36
B. Average Contribution To Candidate Campaigns	36
C. The Impact of Public Financing	39
VI. LISTS	
Top 20 Contributors to All Candidates	42
Top 20 Contributors to All Ballot Issue Campaigns	45
Top 20 Employers of Contributors	46
Contributors of \$100 or more to 1999 City Ballot Issue and Candidate Committees	47

I. INTRODUCTION

The information for this report was compiled from the disclosure filings of each candidate and ballot issue committee. The data found here covers all disclosed activity from the beginning of each campaign through the end of the 1999 election cycle, April 30, 2000.

Throughout this report, the names of ballot issues may be followed by "Passed"/"P" or "Failed"/"F" and candidate names may be followed by an "Incumbent"/"I" and/or "Elected"/"E". All City office elections are non-partisan, so party affiliation is not reported. The following is a list of 1999 City primary and general election (in bold) ballot issue committees and candidates:

Council Position 1

Cheryl Chow

Bob Hegamin

Judy Nicastro (E)

Daniel Norton

Council Position 9

Jim Compton (E)

Alec Fiskén

Dawn Mason

Andrew Scully

Council Position 3

Don Hennick

Lenora Jones

Stan Lippmann

Peter Steinbrueck (E/I)

Seattle Center /

Community Center Levy (Passed)

Yes on Proposition One

Propositions 2-9,11-15 (All Passed)

{No Committees For/Against}

Council Position 5

Lee Carter

Curt Firestone

Margaret Pageler (E/I)

E Mike Rodosovich

Proposition 10 (Failed)

{No Committees For/Against}

Council Position 7

Elbert Brooks

Charlie Chong

George Freeman

David Lawton

Thomas Whittemore

Heidi Wills (E)

II. 1999 CITY OFFICE AND BALLOT ISSUE VOTE RETURNS

A. Primary Election Vote Returns, September 14, 1999

(compiled from reports by King County Records and Elections)

Registered Voters 348,955
Ballots Cast 80,229 23.0%

Council Position 1

Bob Hegamin 6,984 9.2%
Cheryl Chow 29,497 38.8%
Judy Nicastro (E) 26,592 34.9%
Daniel Norton 13,019 17.1%

Votes cast for this office 76,092

Council Position 3

Lenora Jones 9,924 13.5%
Peter Steinbrueck (E/I) 55,087 74.9%
Stan Lippmann 3,774 5.1%
Don Hennick 4,798 6.5%

Votes cast for this office 73,583

Council Position 5

Lee Carter 5,705 7.8%
E. Mike Rodosovich 8,365 11.4%
Curt Firestone 16,916 23.0%
Margaret Pageler (E/I) 42,624 57.9%

Votes cast for this office 73,610

Council Position 7

George Freeman 3,071 4.0%
Charlie Chong 30,839 40.1%
Heidi Wills (E) 29,330 38.2%
Elbert V. Brooks 3,031 3.9%
Thomas Whittemore 8,024 10.4%
David W. Lawton 2,524 3.3%

Votes cast for this office 76,819

Council Position 9

Dawn Mason 24,480 34.5%
Andrew Scully 6,383 9.0%
Jim Compton (E) 26,099 36.7%
Alec Fisker 14,072 19.8%

Votes cast for this office 71,034

B. General Election Vote Returns, November 2, 1999

Compiled from reports by King County Records & Elections

Registered Voters 352,090
Ballots Cast 182,729 51.90%

Council Position 1

Cheryl Chow 78,111 49.51%
 Judy Nicastro (E) 79,662 50.49%

Votes cast for this office 157,773

Council Position 7

Charlie Chong 73,085 44.91%
 Heidi Wills (E) 89,662 55.09%

Votes cast for this office 162,747

Council Position 3

Peter Steinbrueck (E/I) 118,484 79.98%
 Lenora Jones 29,667 20.02%

Votes cast for this office 148,151

Council Position 9

Jim Compton (E) 84,511 56.92%
 Dawn Mason 63,972 43.08%

Votes cast for this office 148,483

Council Position 5

Margaret Pageler (E/I) 97,665 67.03%
 Curt Firestone 48,048 32.97%

Votes cast for this office 145,713

Prop 1 - Seattle Center/Community Center Levy

Yes (P) 94,503 55.31%
 No 76,350 44.69%

Votes cast on this prop 170,853

Prop 9 - Civil Service Commission

Yes (P) 99,707 74.71%
 No 33,753 25.29%

Votes cast on this prop 133,460

Prop 2 - Gender Neutral Language

Yes (P) 94,134 56.19%
 No 73,395 43.81%

Votes cast on this prop 167,529

Prop 10 - Police Chief Examination

Yes 47,021 32.40%
 No (F) 98,102 67.60%

Votes cast on this prop 145,123

Prop 3 - Obsolete Descrip., Dept., and Positions

Yes (P) 110,718 77.46%
 No 32,211 22.54%

Votes cast on this prop 142,929

Prop 11 - Fire Chief Experience Requirement

Yes (P) 91,088 63.53%
 No 52,298 36.47%

Votes cast on this prop 143,386

Prop 4 - Obsolete Comptroller/Treasurer References

Yes (P)	102,258	72.26%
No	39,254	27.74%

Votes cast on this prop 141,512

Prop 5 - Annual Budget Estimates

Yes (P)	93,230	67.30%
No	45,294	32.70%

Votes cast on this prop 138,524

Prop 6 - Eliminate Auditing Committee References

Yes (P)	91,894	67.98%
No	43,287	32.02%

Votes cast on this prop 135,181

Prop 7 - Claims and Lawsuits

Yes (P)	108,884	79.17%
No	28,649	20.83%

Votes cast on this prop 137,533

Prop 8 - Obsolete City Election Provisions

Yes (P)	109,776	80.57%
No	26,467	19.43%

Votes cast on this prop 136,243

Prop 12 - Mayor's Favorable Action on Bills

Yes (P)	85,649	64.80%
No	46,518	35.20%

Votes cast on this prop 132,167

Prop 13 - Initiative Process & Time Limits

Yes (P)	83,010	61.25%
No	52,525	38.75%

Votes cast on this prop 135,535

Prop 14 - Oaths of Office

Yes (P)	80,994	59.36%
No	55,441	40.64%

Votes cast on this prop 136,435

Prop 15 - Drafting of Ordinance Amendments

Yes (P)	75,852	61.07%
No	48,361	38.93%

Votes cast on this prop 124,213

III. 1999 CITY OFFICE AND BALLOT ISSUE CAMPAIGN CONTRIBUTIONS

A. Total Contributions

Table 1 below lists the total amount of contributions received by each candidate committee from three categories: 1) contributions from the candidate, 2) anonymous contributions and miscellaneous receipts such as proceeds from t-shirt sales or transfers from a previous committee for the same office, and 3) contributions from individuals and groups. This chart also reports the number of individual (other than the candidate) and group contributors to each campaign and the average contribution amount made by those contributors.

	Total Receipts (\$)	Candidate (\$)	Misc. (\$)	Individuals & Groups		
				Amount (\$)	Number (#)	Average (\$)
Council Position 1						
Bob Hegamin	1,384	1,384	0	0	0	0.00
Cheryl Chow	95,126	1,700	48	93,378	844	110.64
Judy Nicastro (E)	83,140	1,103	0	82,037	744	110.26
Daniel Norton	30,610	600	0	30,010	333	90.12
All Candidates	210,260	4,787	48	205,425	1,921	106.94
Council Position 3						
Lenora Jones	3,063	800	0	2,263	28	80.82
Peter Steinbrueck (E/I)	63,110	0	276	62,834	517	121.54
Stan Lippmann	755	755	0	0	0	0.00
Don Hennick	755	755	0	0	0	0.00
All Candidates	67,683	2,310	276	65,097	545	119.44
Council Position 5						
Lee Carter	615	615	0	0	0	0.00
E. Mike Rodosovich	5,859	5,859	0	0	0	0.00
Curt Firestone	61,266	10,420	0	50,846	565	89.99
Margaret Pageler (E/I)	92,010	21,959	424	69,627	465	149.74
All Candidates	159,750	38,853	424	120,473	1,030	116.96
Council Position 7						
George Freeman	0	0	0	0	0	0.00
Charlie Chong	72,764	0	0	72,764	1,027	70.85
Heidi Wills (E)	198,309	200	0	198,109	1,774	111.67
Elbert V. Brooks	0	0	0	0	0	0.00
Thomas Whittemore	23,811	7,235	45	16,531	197	83.91
David W. Lawton	16,801	16,365	0	436	2	218.00
All Candidates	311,685	23,800	45	287,840	3,000	95.95

{continued}

Total Receipts (\$)	Candidate (\$)	Misc. (\$)	Individuals & Groups		
			Amount (\$)	Number (#)	Average (\$)

Council Position 9						
Dawn Mason	106,385	9,516	169	96,700	946	102.22
Andrew Scully	14,013	0	0	14,013	185	75.75
Jim Compton (E)	155,657	45,084	22	110,551	748	147.80
Alec Fiskén	71,910	10,167	28	61,715	447	138.06
All Candidates	347,965	64,767	219	282,979	2,326	121.66

Table 1

Table 2 shows total receipts for Ballot Issue Committees.

Total Receipts (\$)	Candidate (\$)	Individuals & Groups		
		Amount (\$)	Number (#)	Average (\$)

Proposition 1 - Seattle Center / Community Center Levy					
Yes on Prop 1	289,043	480	288,563	513	562.50

Table 2

Table 3 shows total contributions to committees for candidates who did not appear on the 1999 Council election ballot, as well as committees promoting or opposing ballot issues that did not appear on the 1999 ballots.

Council Candidates		Ballot Issue Committees	
Martha C. Choe	\$13,846	Save the Police & Parks (No on 45)	\$1,780
Grant Cogswell	\$0	Back to Basics (Yes on 45)	\$28,075
Sherry Harris	\$362	Free Speech Seattle (Yes on 46)	\$6,082
Douglas Mays	\$0	Neighborhoods 1 st (Yes on 48)	\$10,369
All Committees	\$14,208	All Committees	\$46,306

Table 3

Table 4 shows total receipts for each category. This table includes data from candidates who did not appear on the 1999 ballots as well as committees promoting or opposing ballot issues that did not appear on the 1999 ballots.

Total Receipts (\$)	Candidate (\$)	Misc. (\$)	Individuals & Groups		
			Amount (\$)	Number (#)	Average (\$)

All Campaigns						
Council Campaigns	1,111,736	134,837	4,964	971,935	9,060	107.28
Ballot Issue Campaigns	335,348	-	2,149	333,199	607	548.93
All Campaigns	1,447,084	134,837	7,113	1,305,134	9,667	135.01

Table 4

Figures 1 through 12 below graphically depict the information in Tables 1 through 4. The total contributions graphs include contributions from candidates, whereas graphs of total number of contributors and graphs of average contribution size do not include candidate contributions.

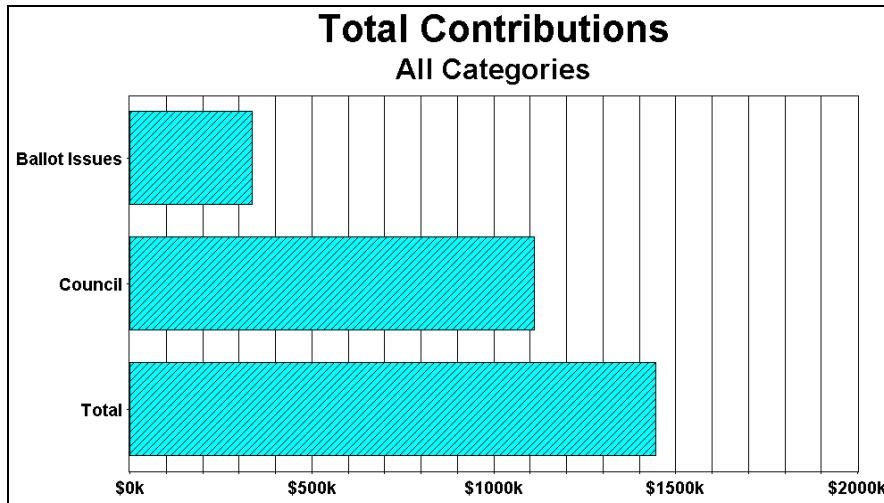


Figure 1

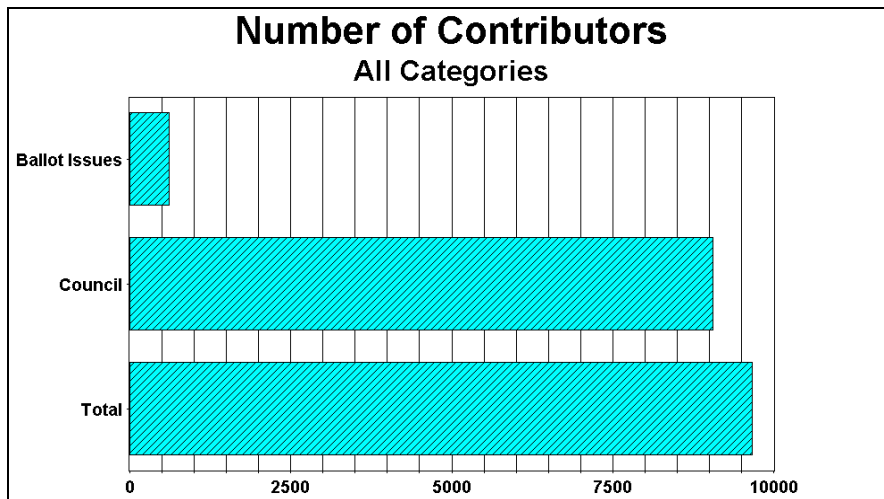


Figure 2

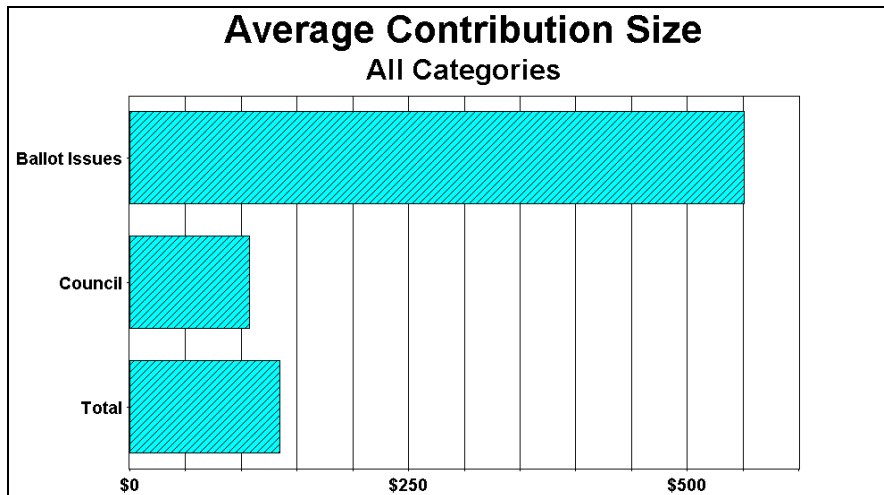


Figure 3

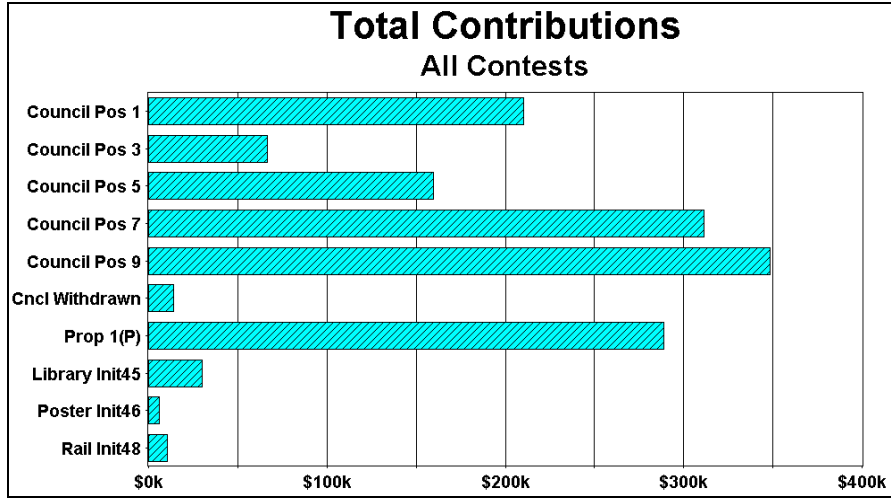


Figure 4

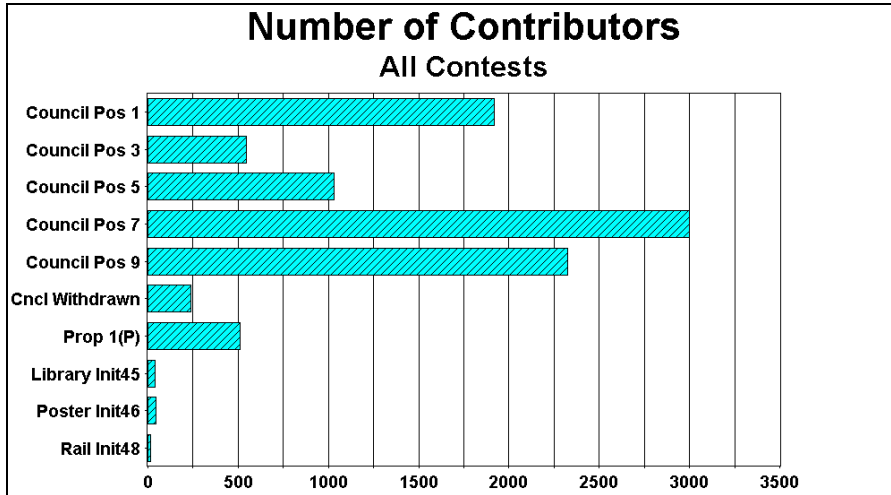


Figure 5

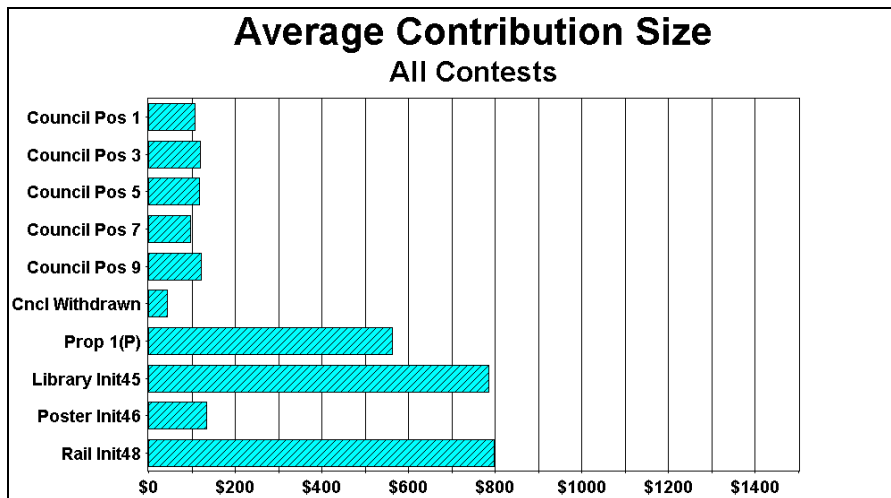


Figure 6

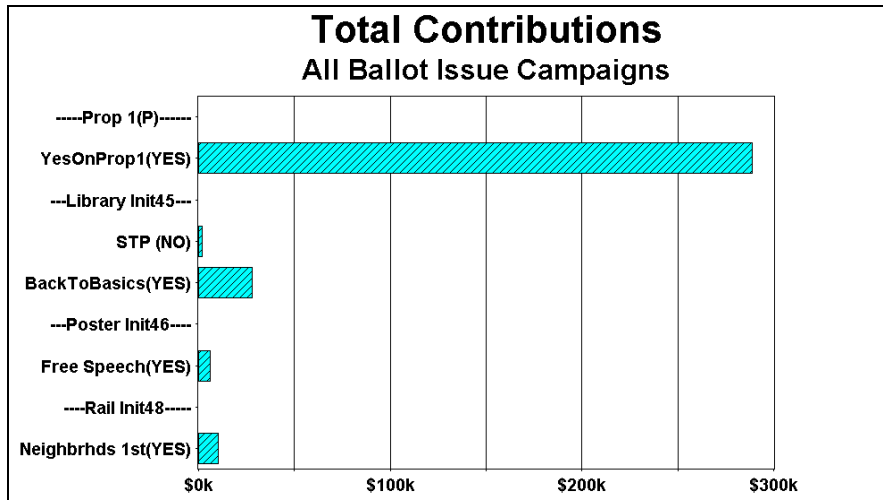


Figure 7

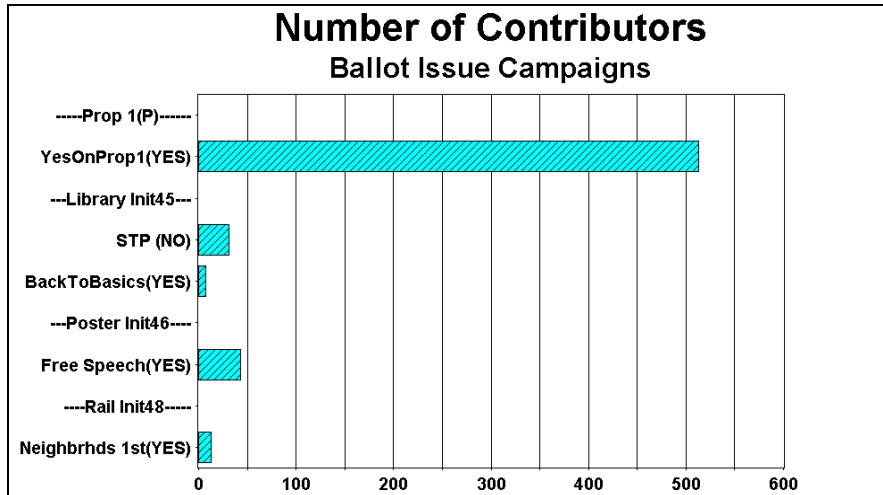


Figure 8

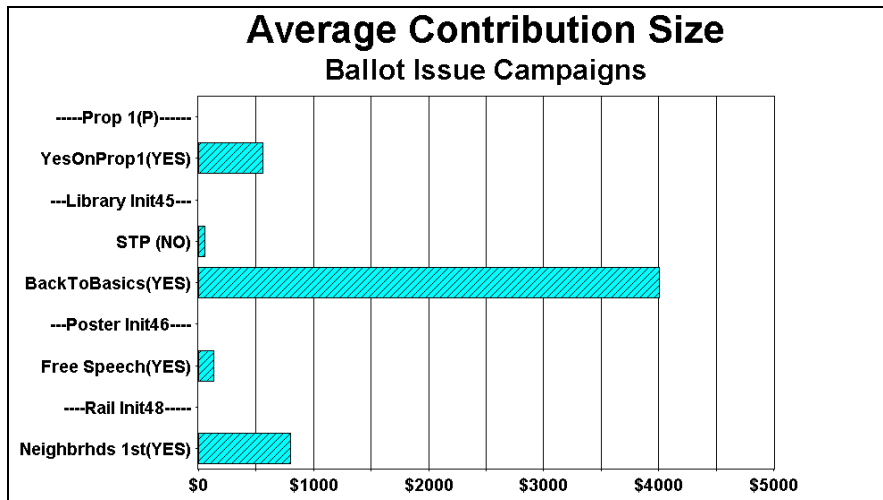


Figure 9

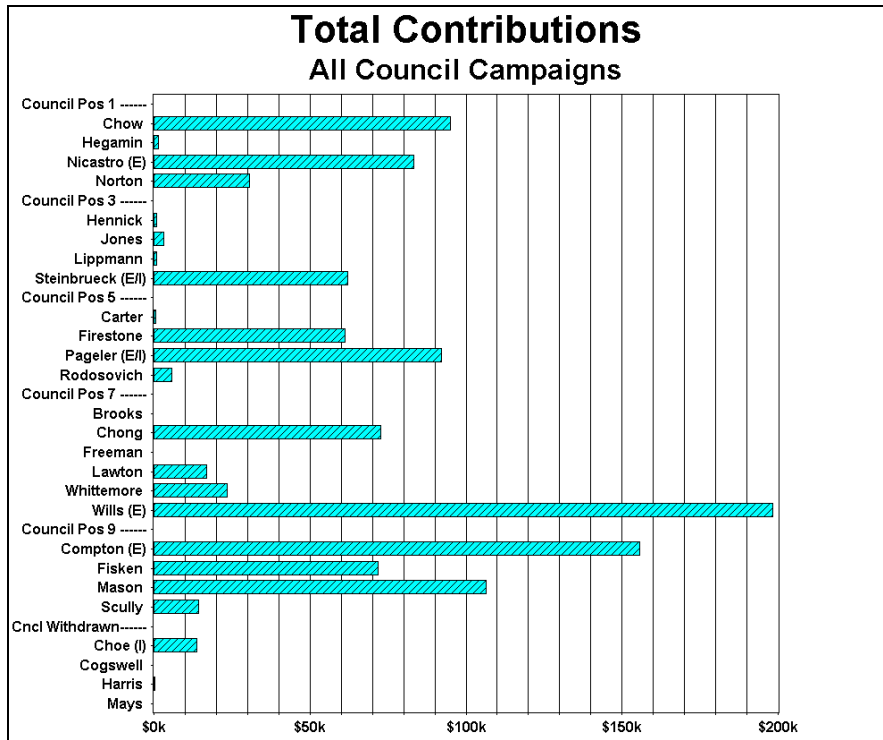


Figure 10

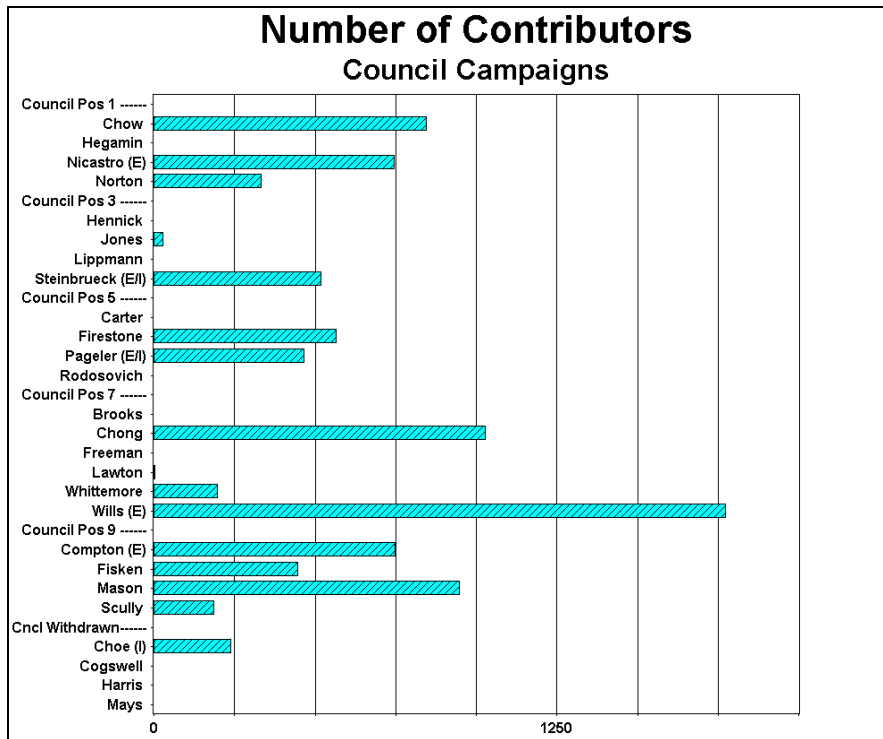


Figure 11

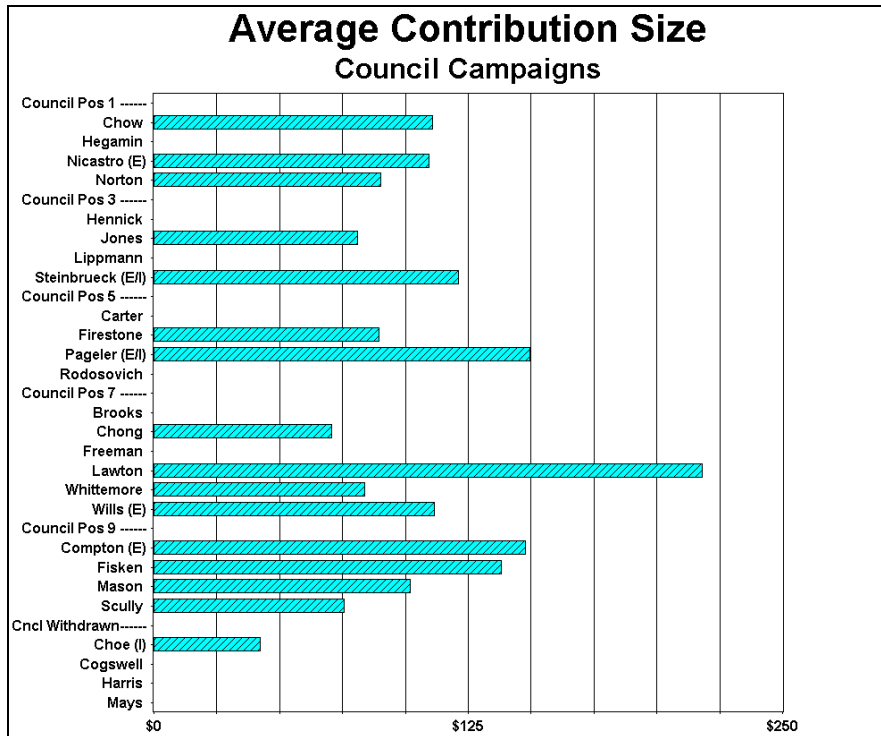


Figure 12

B. Size Of Contributions

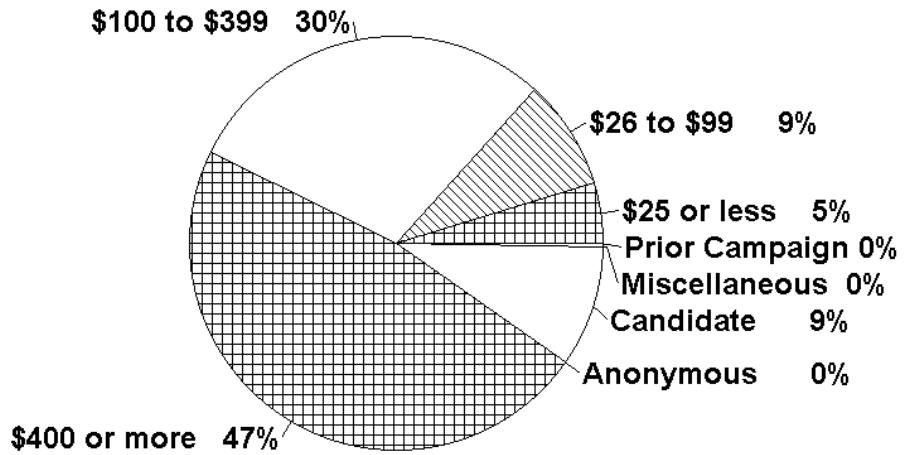
The following pie charts graphically report the size of in-kind and monetary contributions received. These charts include candidate contributions to their own campaigns, transfers from a previous campaign, anonymous contributions, loans and miscellaneous receipts such as receipts from a low-cost fundraiser and interest from a bank account. All of these categories are broken out separately on the charts. Loans from candidates to their own committees are categorized as candidate contributions, until repaid.

Almost half of the money raised by 1999 City campaigns came from contributions of \$400 or more, and only 13% came from contributions of less than \$100. See **Figure 13**. However, the story is very different when ballot issue campaigns are separated from Council campaigns. Ballot issue campaigns raised 90% of their funds from contributions of \$400 or more, whereas Council campaigns raised only 34% of their funds from contributors who gave the maximum permitted by law, \$400. This difference can be attributed in large part to the fact that ballot issue campaigns are not subject to a contribution limit. See **Figures 14 and 15**. On the small end of the scale, Council campaigns raised only 16% of their funds from contributions of less than \$100, and ballot issue campaigns raised even less, 3%, from small contributions.

Figures 16 thru 38 show marked differences in the size distribution of contributions among different campaigns.

Please note that these graphs are based on each campaign's dollar receipts, not the number of contributors.

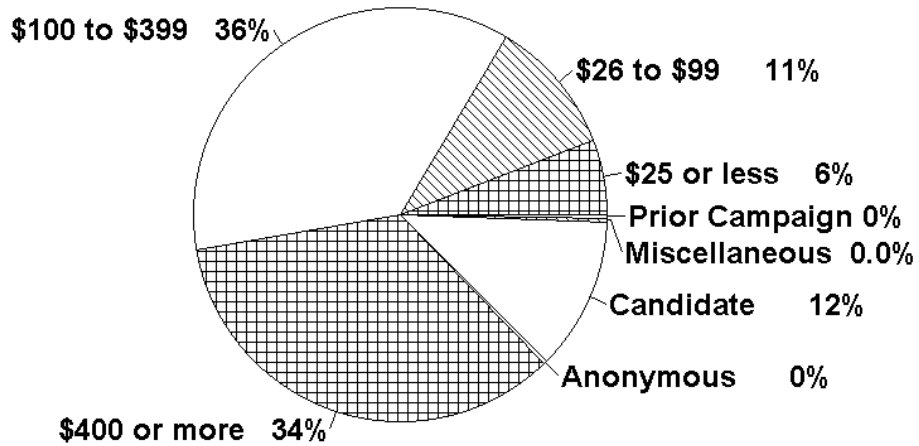
Size of Contributions All Campaigns



Total Receipts: \$1,447,084

Figure 13

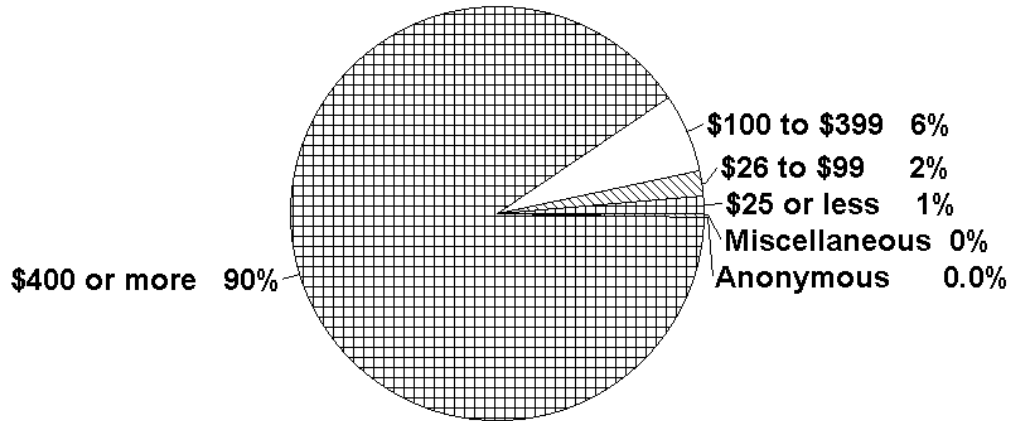
Size of Contributions All Council Campaigns



Total Receipts: \$1,111,736

Figure 14

Size of Contributions All Ballot Issue Campaigns



Total Receipts: \$335,348

Figure 15

Candidates for City Council Position 1

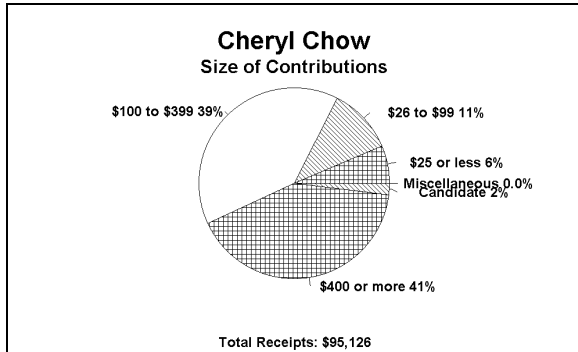


Figure 16

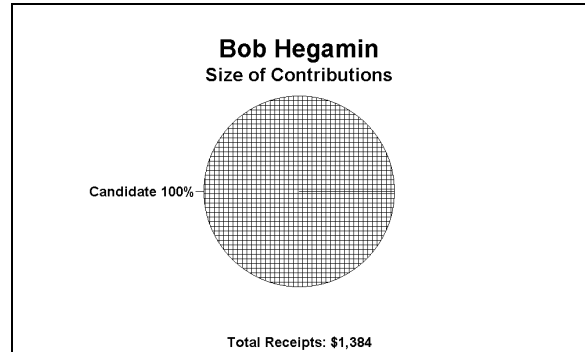


Figure 17

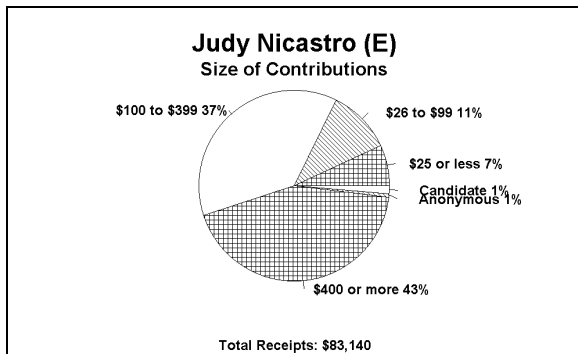


Figure 18

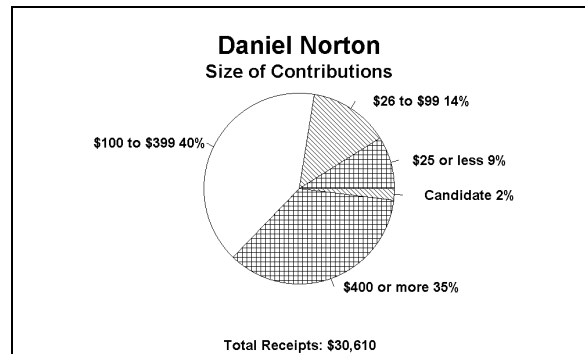


Figure 19

Candidates for City Council Position 3

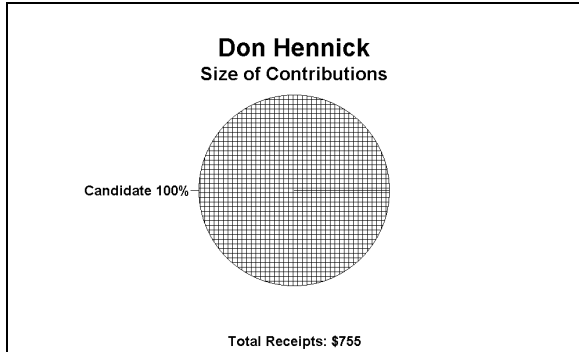


Figure 20

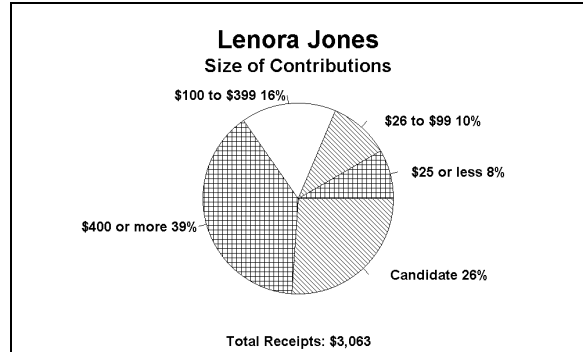


Figure 21

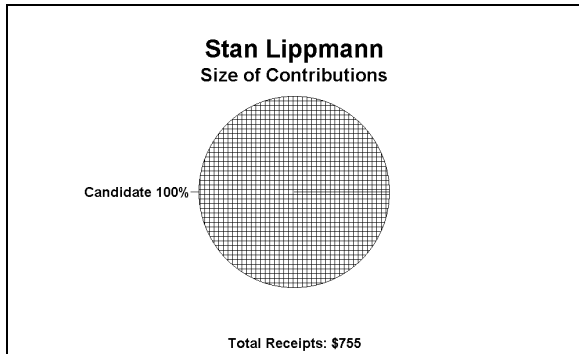


Figure 22

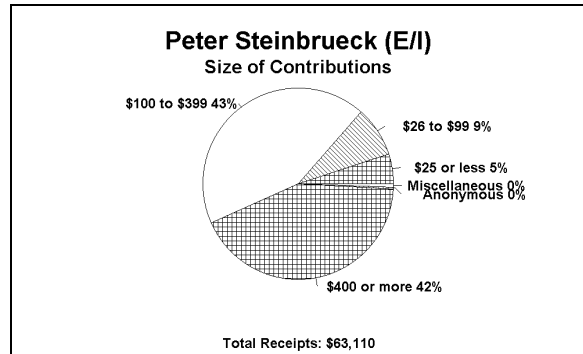


Figure 23

Candidates for City Council Position 5

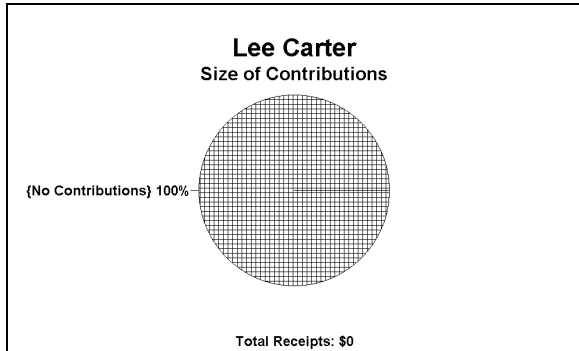


Figure 24

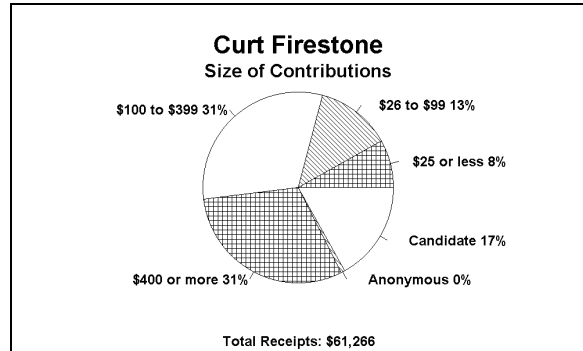


Figure 25

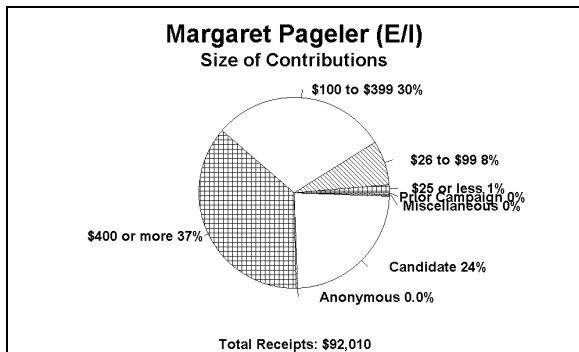


Figure 26

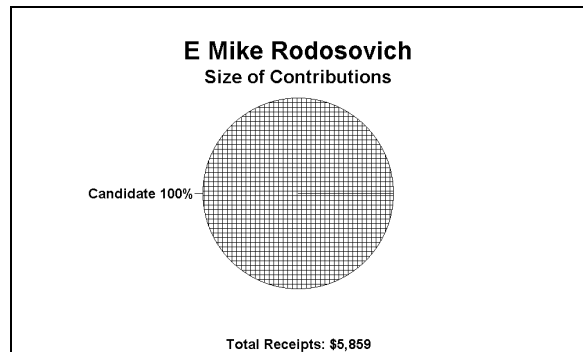


Figure 27

Candidates for City Council Position 7

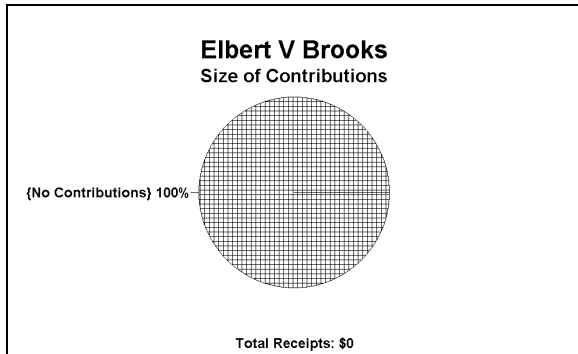


Figure 28

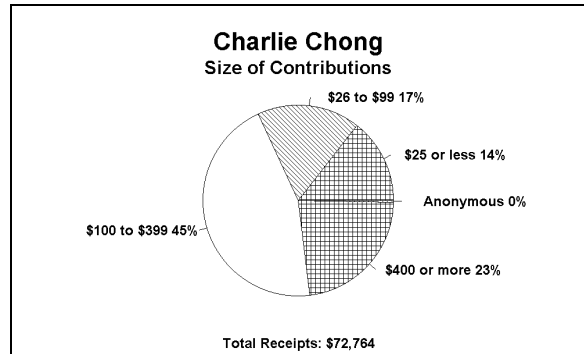


Figure 29

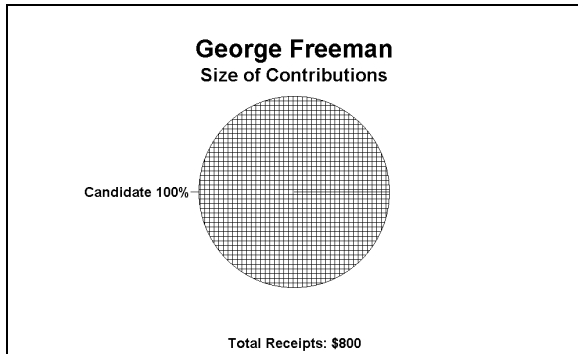


Figure 30

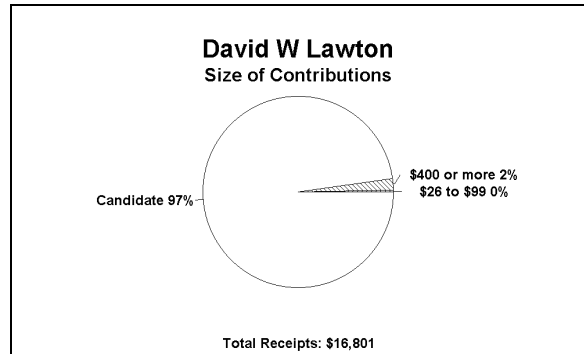


Figure 31

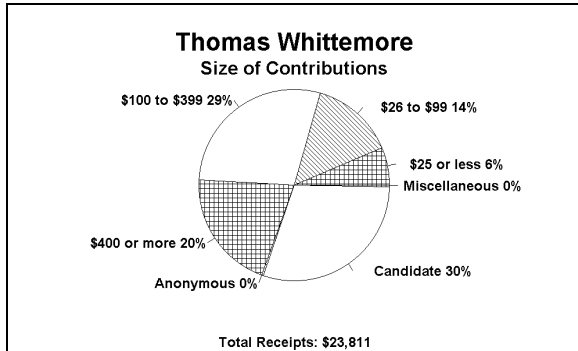


Figure 32

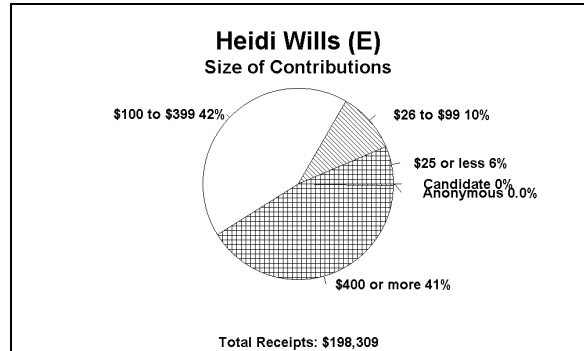


Figure 33

Candidates for City Council Position 9

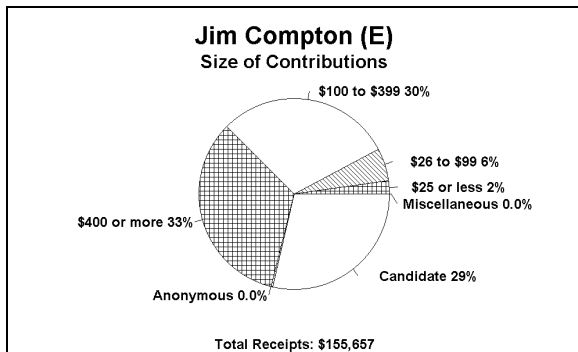


Figure 34

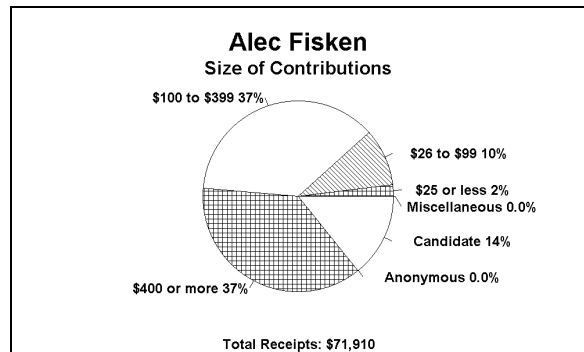


Figure 35

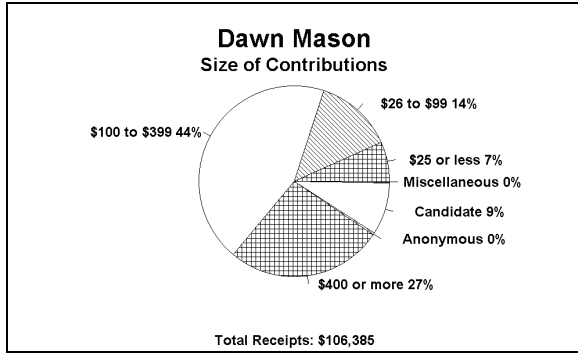


Figure 36

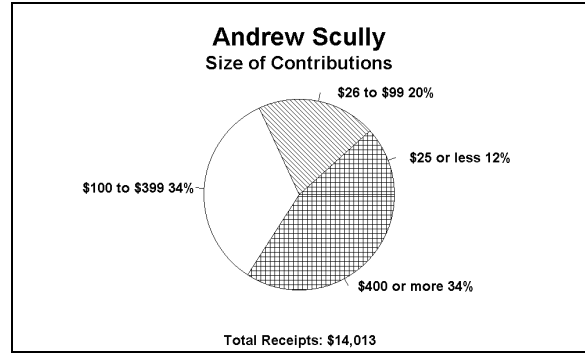


Figure 37

Ballot Issue Committees

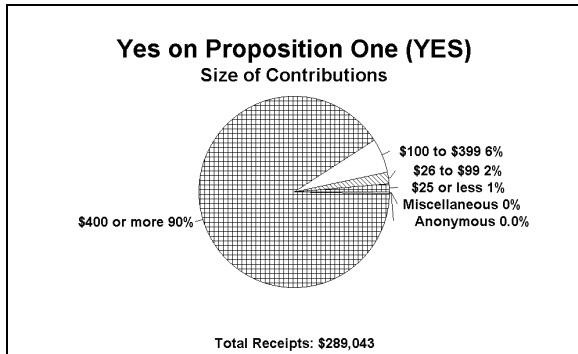


Figure 38

C. Area Of Contributors

The following pie charts report the areas that the contributors reported were the locations of their home or business addresses. The areas inside the City limits include Capitol Hill/Madrona, Queen Anne/Magnolia, Downtown, Greenlake/University District, West Seattle, Ballard/NW Seattle and Mt. Baker/Rainier Valley. The report also includes contributions from Outside of the City and "Area Unknown." Receipts from the following sources are broken out into their own categories: candidate contributions or loans to his or her own campaign, loans to ballot issues, miscellaneous receipts such as bank interest or receipts from a low cost fundraiser, transfers from a previous campaign, and anonymous contributions.

Over one-third of the funds raised by the 1999 City campaigns came from addresses in Downtown/Belltown (16%) or from outside the City (20%). Another 12% came from Queen Anne or Magnolia and 11% came from Capitol Hill or Madrona. Together, these four areas were the source of almost 60% of the contributions raised by all 1999 City campaigns. The remainder was somewhat evenly distributed among the broad regions we've identified, anywhere from 9% originating in Mt Baker or the Rainier Valley, to 3% from Ballard and the Northwest section of the City. See **Figure 39**.

There are marked differences in the regional distribution of Council campaigns and ballot issue campaigns. Ballot Issue committees received over 80% of their funds from Downtown/Belltown, Queen Anne/Magnolia, Capitol Hill/Madrona and from outside the City. Council campaigns received just over 50% of their contributions from these areas. See **Figures 40 and 41**.

Figures 42 through 64 show dramatic differences in the regional distribution of campaign funds for different campaigns.

Area of Contributions All Campaigns

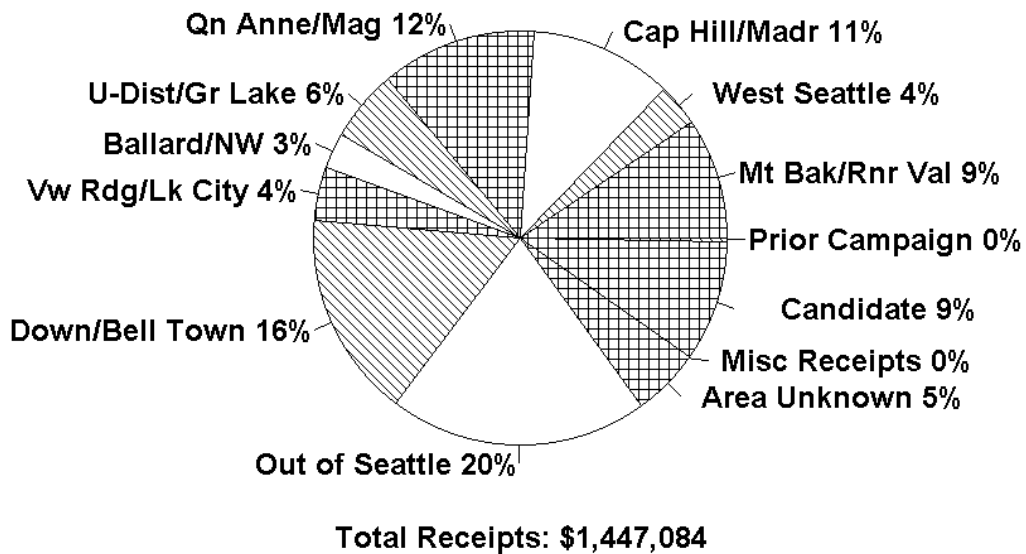


Figure 39

Area of Contributions All Council Campaigns

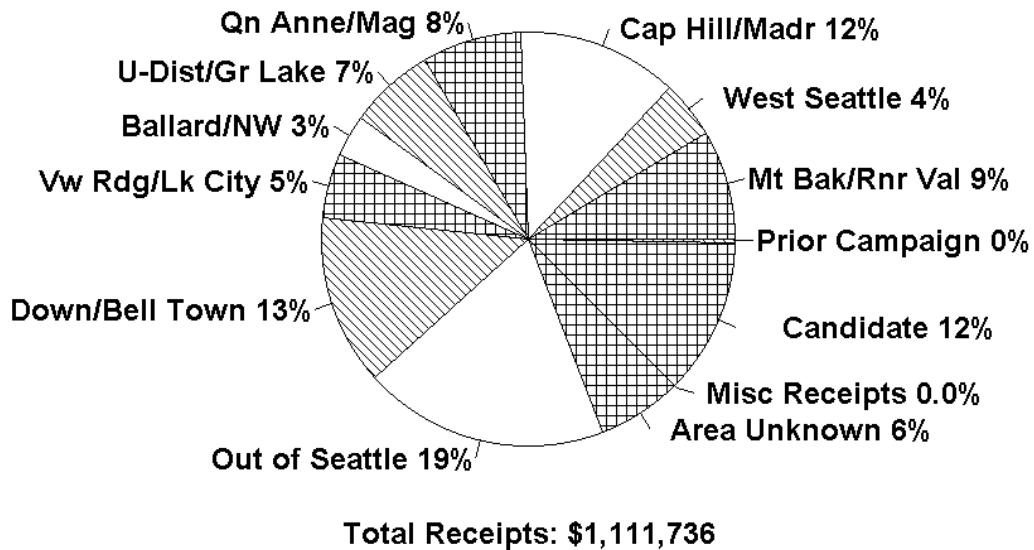


Figure 40

Area of Contributions All Ballot Issue Campaigns

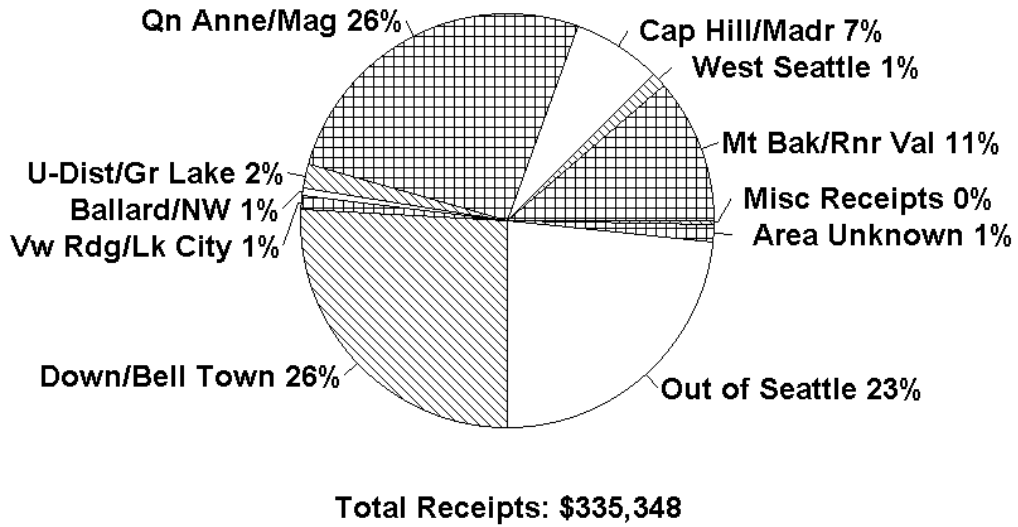


Figure 41

Candidates for City Council Position 1

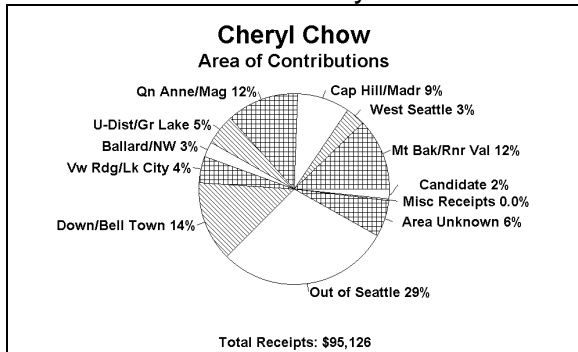


Figure 42

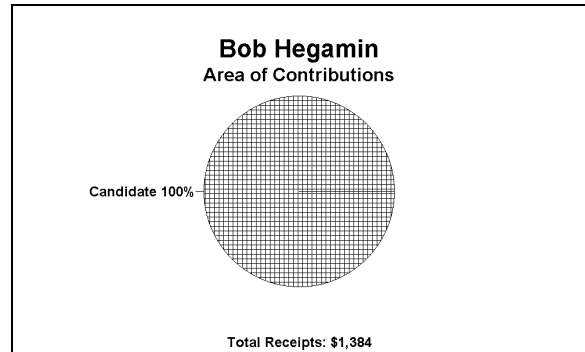


Figure 43

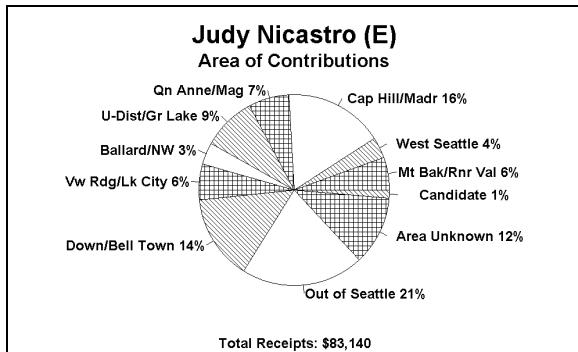


Figure 44

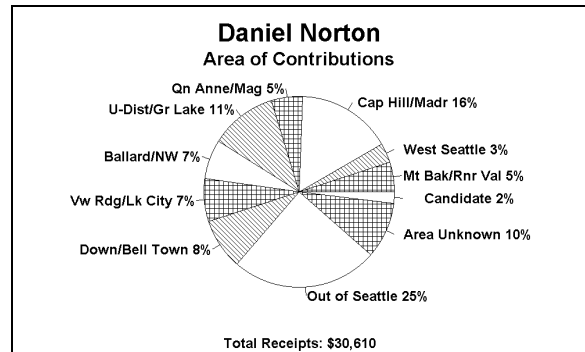


Figure 45

Candidates for City Council Position 3

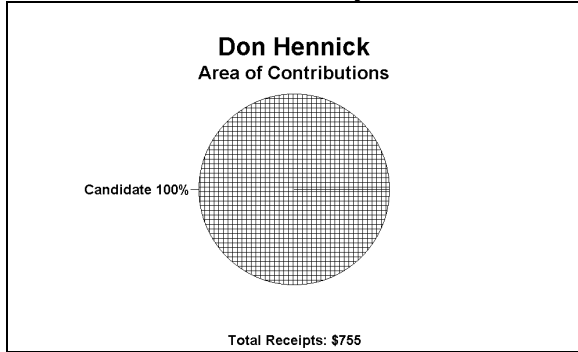


Figure 46

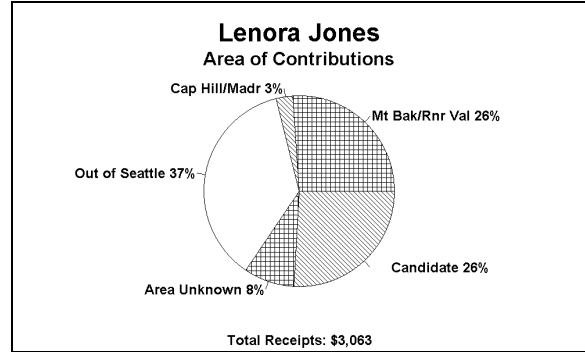


Figure 47

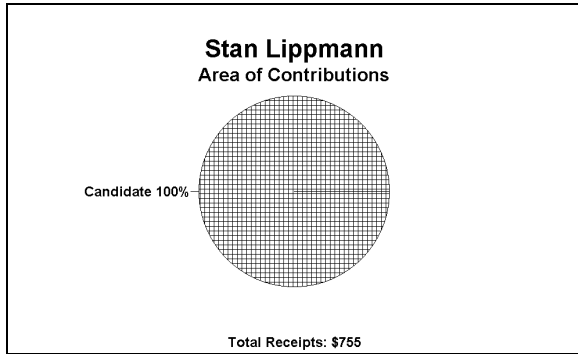


Figure 48

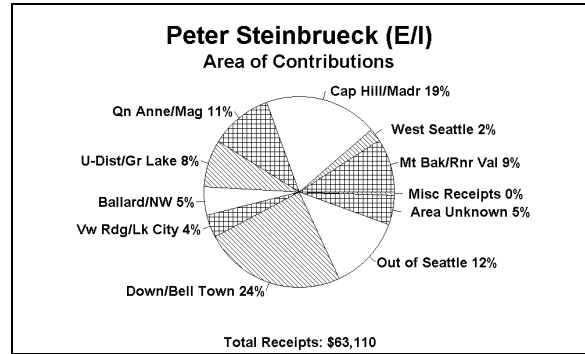


Figure 49

Candidates for City Council Position 5

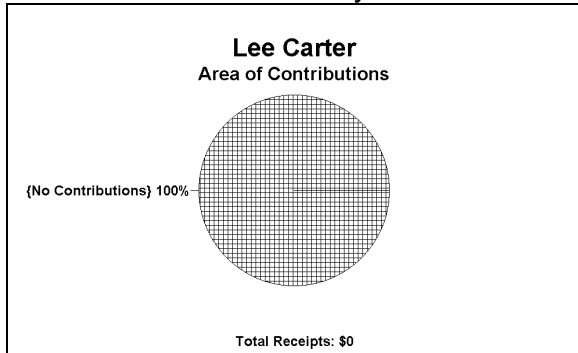


Figure 50

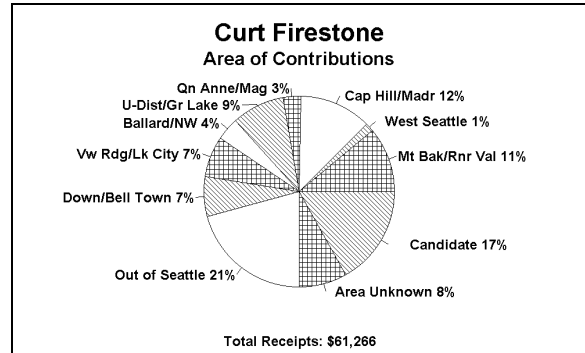


Figure 51

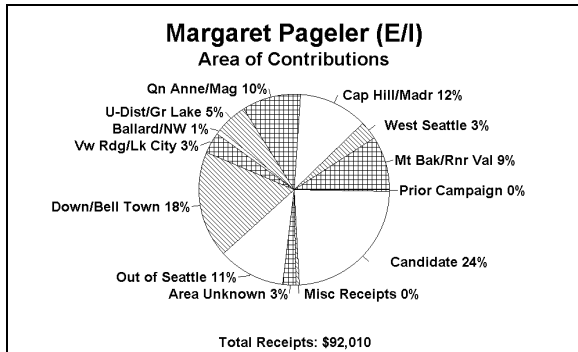


Figure 52

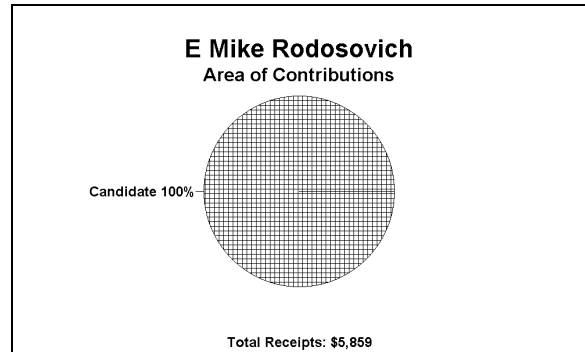


Figure 53

Candidates for City Council Position 7

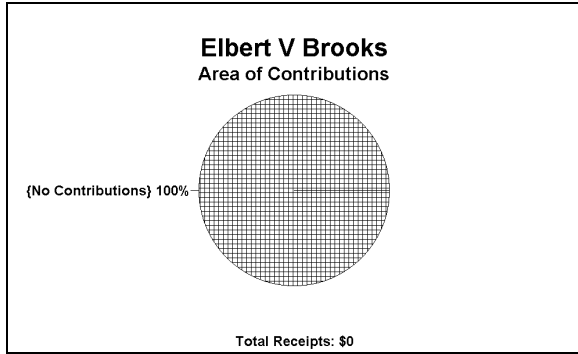


Figure 54

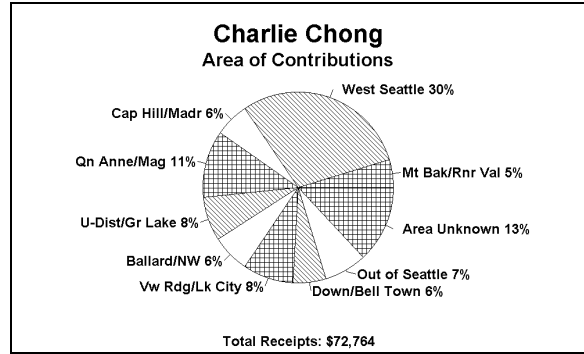


Figure 55

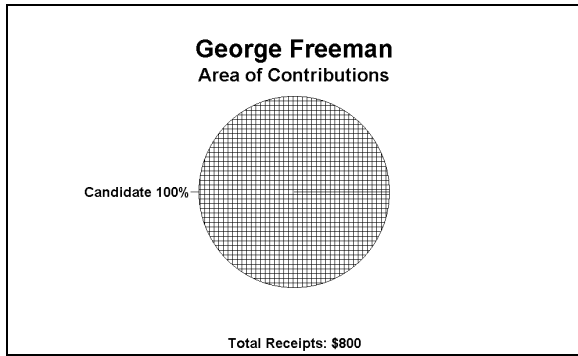


Figure 56

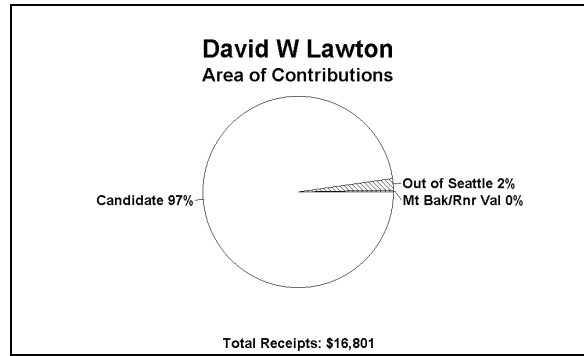


Figure 57

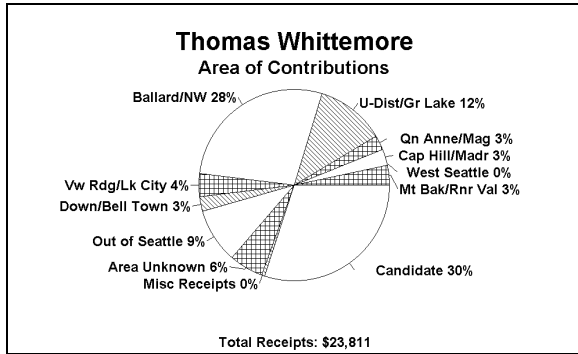


Figure 58

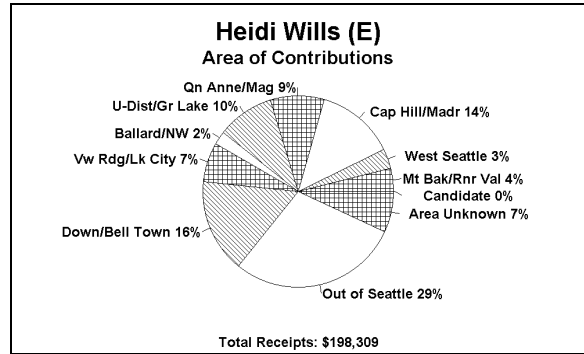


Figure 59

Candidates for City Council Position 9

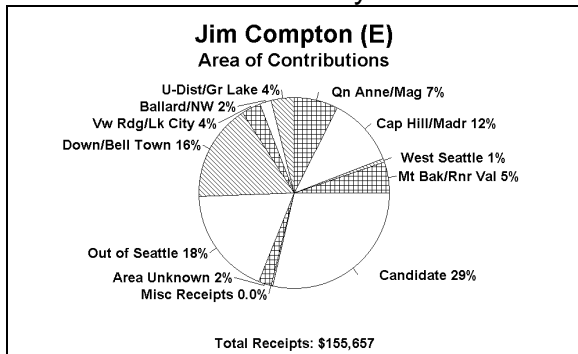


Figure 60

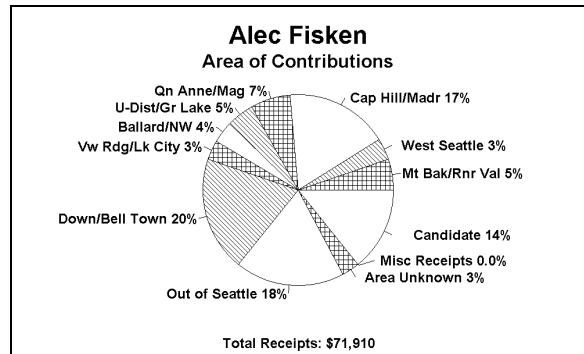


Figure 61

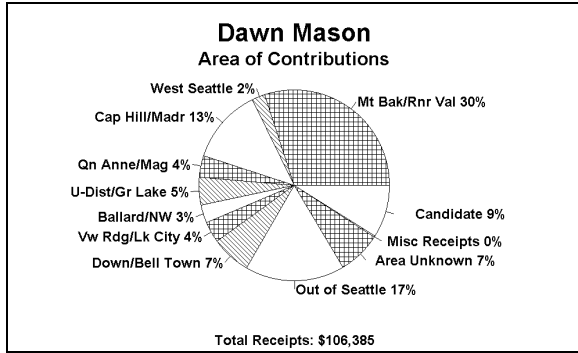


Figure 62

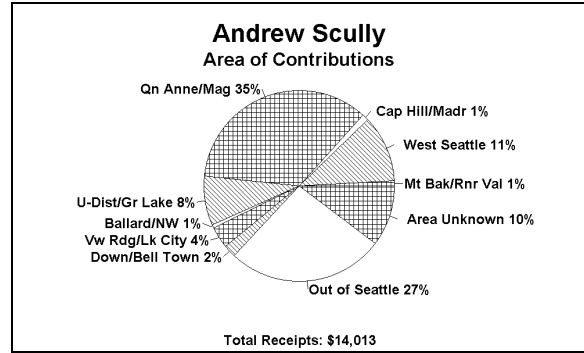


Figure 63

Ballot Issue Committees

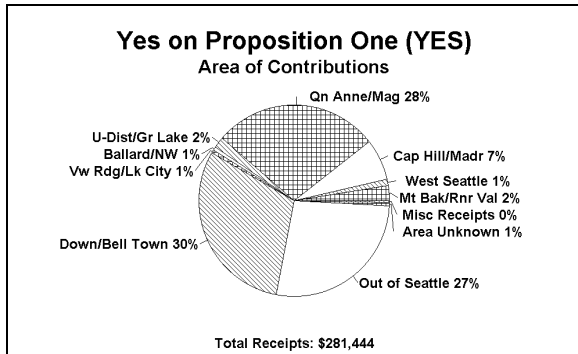


Figure 64

C. Type Of Contributors

The following pie charts graphically report the type of contributors that gave to the 1999 City campaigns. The graphs include categories for individual contributors, PACs (Continuing Political Committees), businesses, organizations not required to report as PACs, candidates, miscellaneous receipts, and uncoded contributors. The latter category, uncoded contributors, includes most contributors of less than \$100.00, as well as all anonymous contributions. These contributors are not coded because coding of such small contributions would be too time-consuming. A random sample of 400 contributors of between \$25.01 and \$99.99 was coded, however, and over 99% of the contribution amount in that sample was from individual contributors. It is likely that almost all of the uncoded contributions are from individuals.

More than two-thirds of all contributions to 1999 City campaigns came from individual contributors. **Figure 65** shows this, with 53% of total contributions received from coded individuals and likely another 15% from individuals who were not coded. Businesses were the second largest category, with 13%, followed by candidates at 9% and organizations at 7%. Only 3% of contributions were from PACs.

The overall numbers, however, mask significant differences between Council campaigns and ballot issue campaigns. Council campaigns received 75% of their funds from individual contributors whereas ballot issue campaigns received only 40% from individuals. Ballot issue committees received well over 50% of their funds from businesses and organizations whereas Council campaigns received only 8% from these sources. See **Figures 66 and 67**. The individual campaign pie charts in **Figures 68 thru 90** show noticeable differences in the sources of funds for each campaign.

Type of Contributors All Campaigns

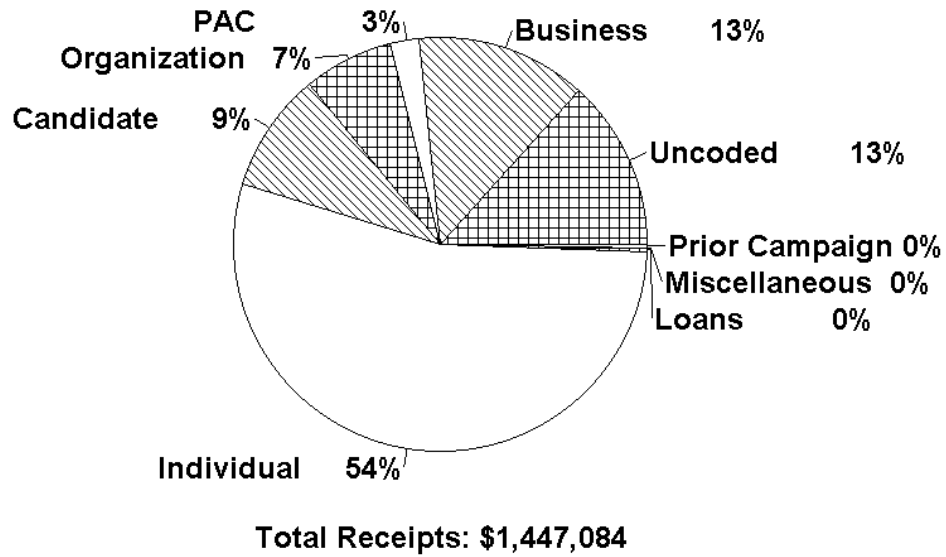


Figure 65

Type of Contributors All Council Campaigns

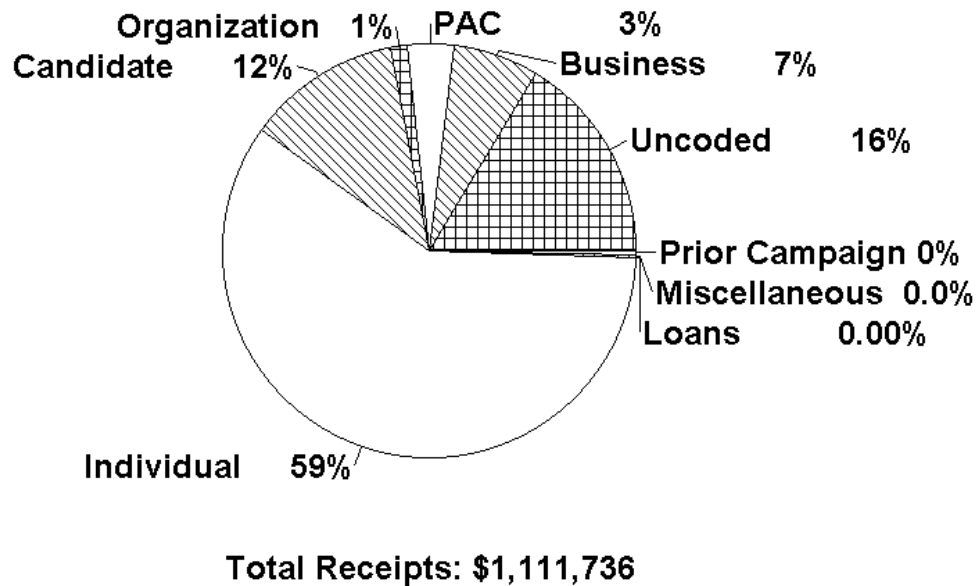


Figure 66

Type of Contributors All Ballot Issue Campaigns

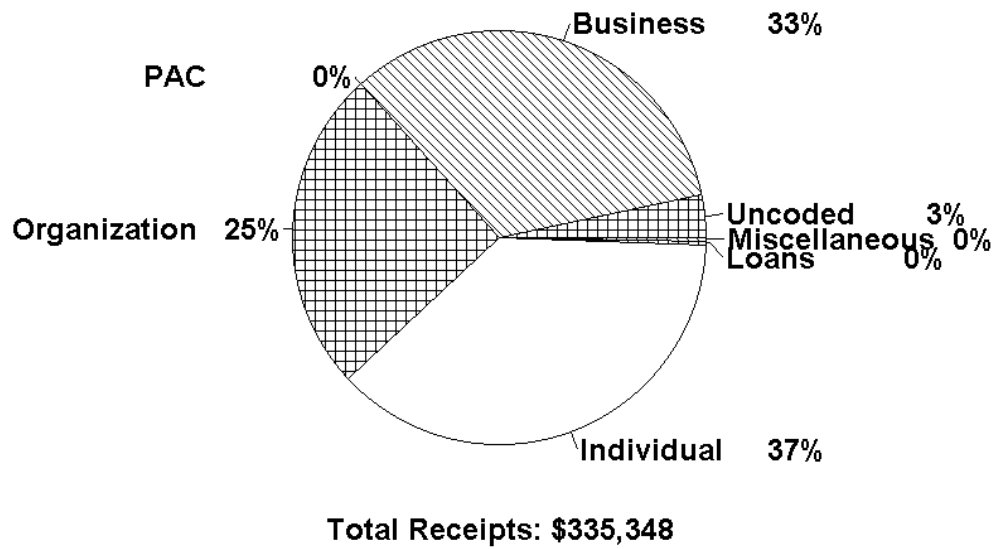


Figure 67

Candidates for City Council Position 1

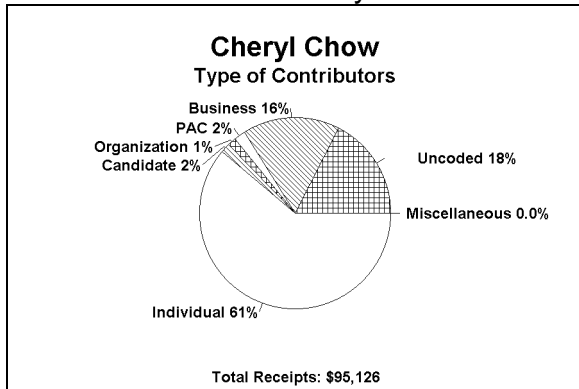


Figure 68

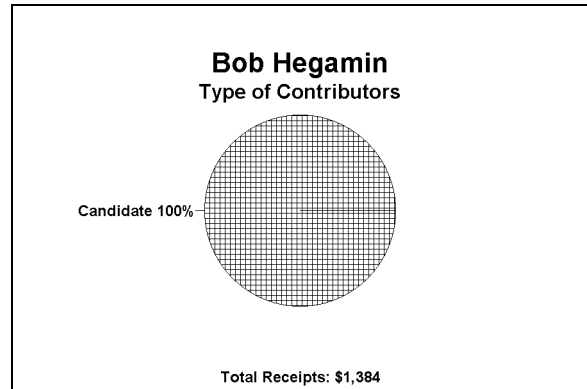


Figure 69

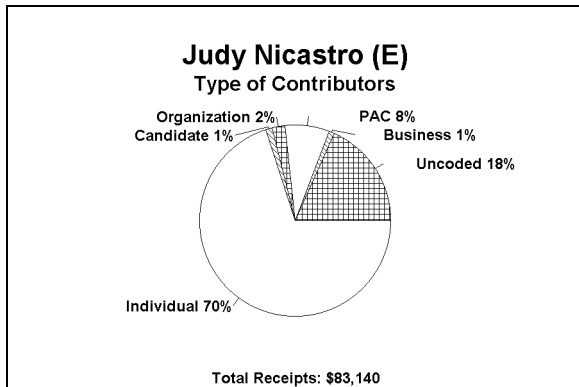


Figure 70

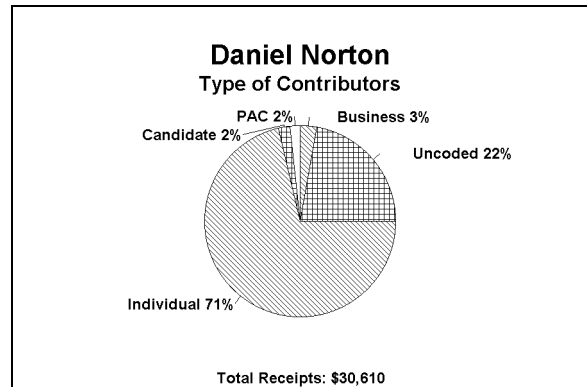


Figure 71

Candidates for City Council Position 3

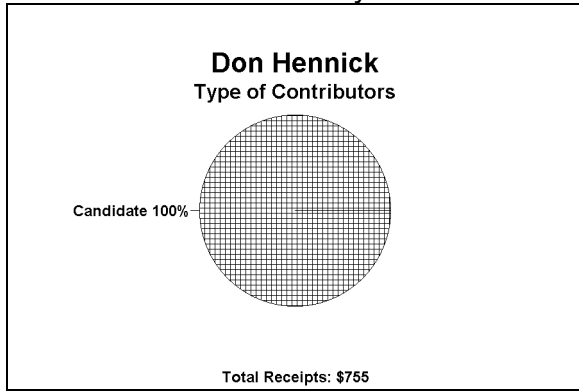


Figure 72

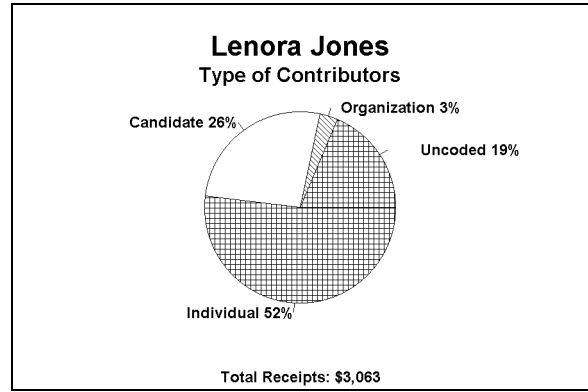


Figure 73

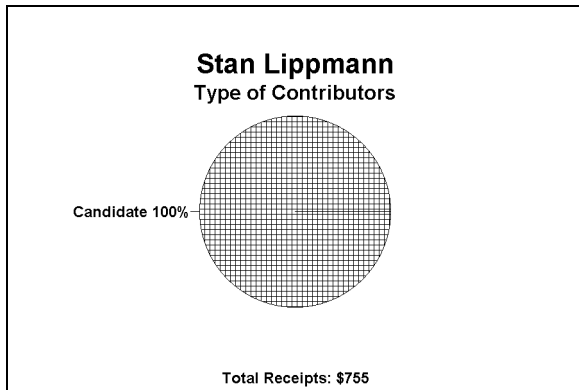


Figure 74

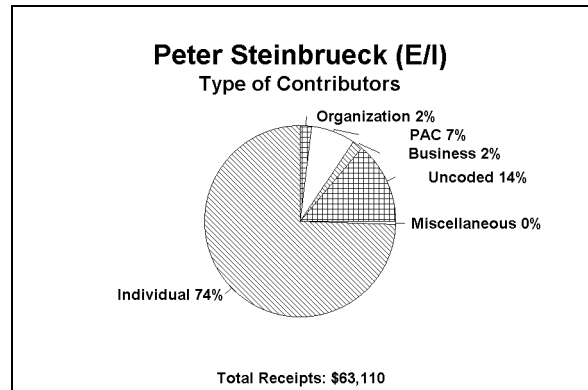


Figure 75

Candidates for City Council Position 5

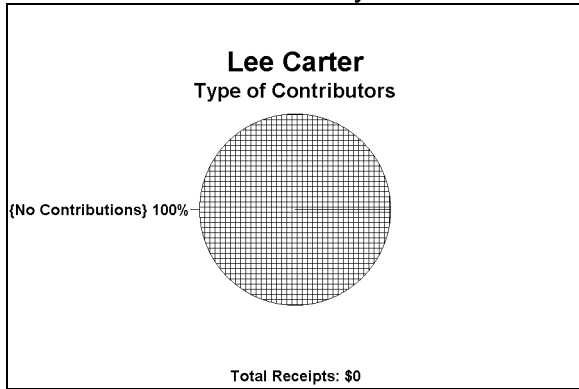


Figure 76

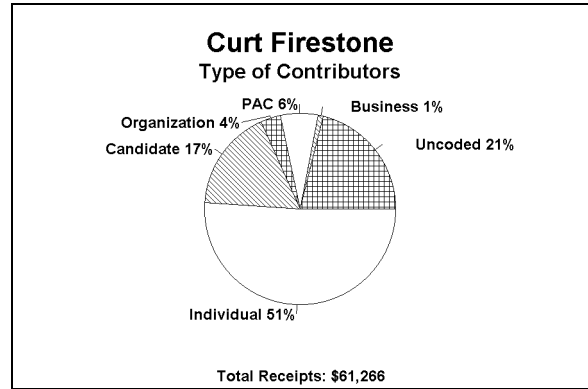


Figure 77

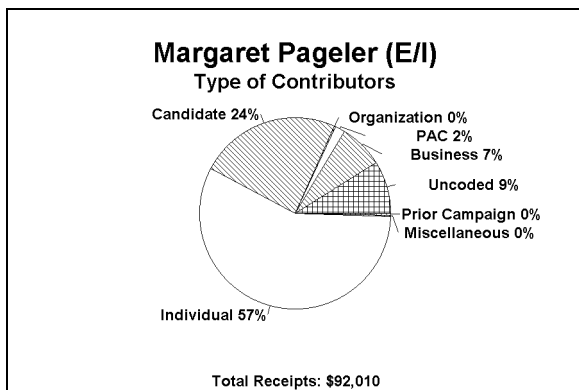


Figure 78

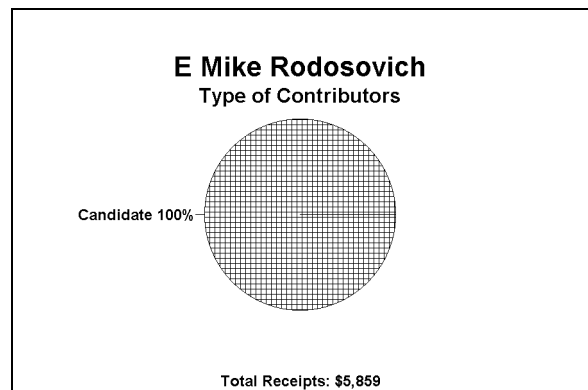


Figure 79

Candidates for City Council Position 7

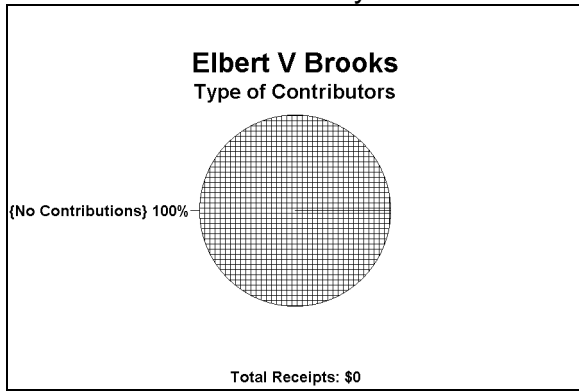


Figure 80

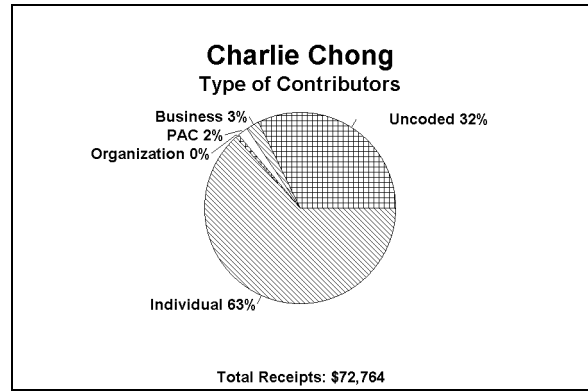


Figure 81

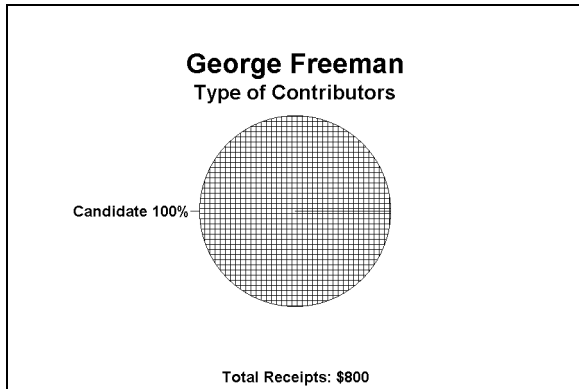


Figure 82

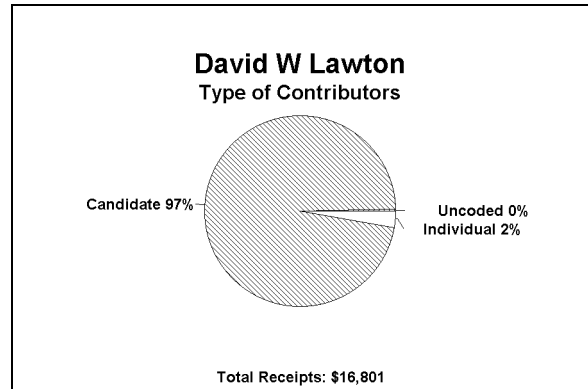


Figure 83

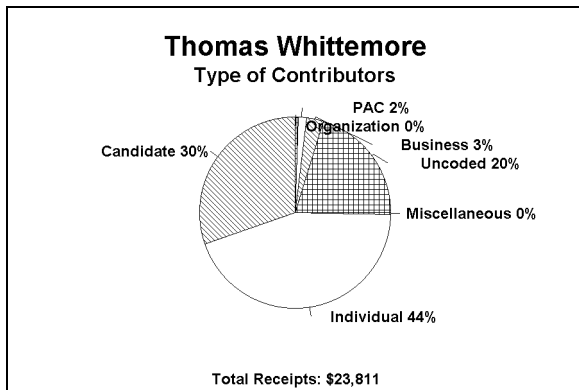


Figure 84

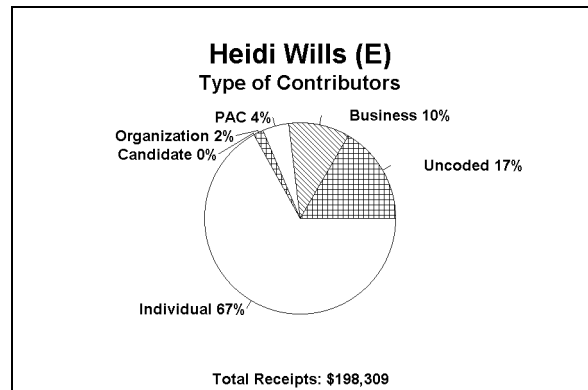


Figure 85

Candidates for City Council Position 9

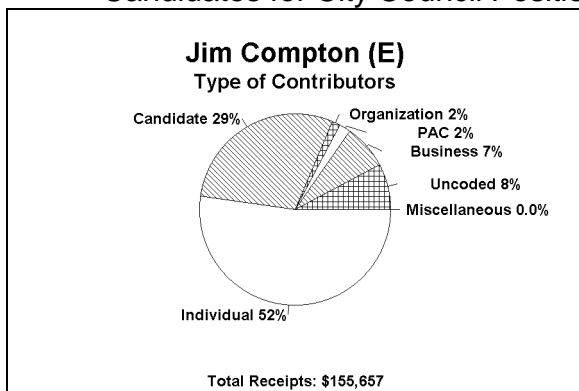


Figure 86

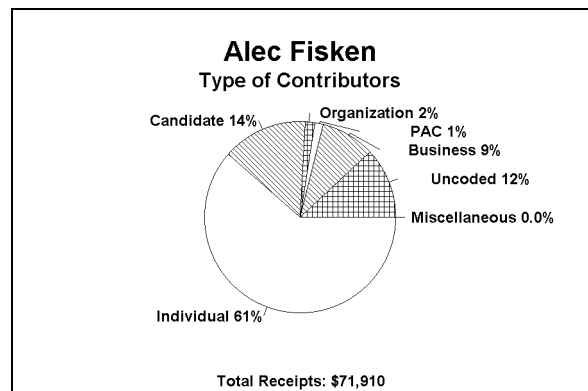


Figure 87

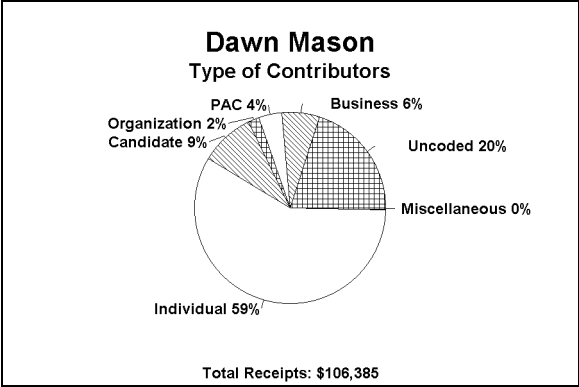


Figure 88

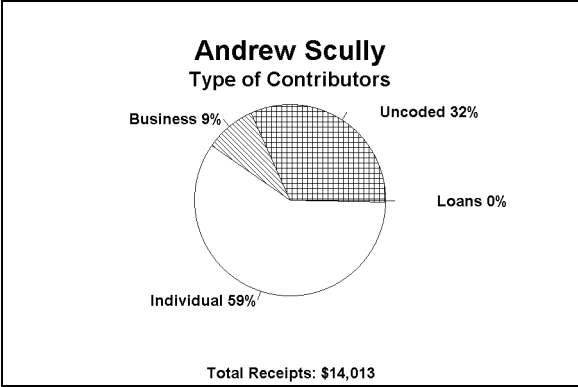


Figure 89

Ballot Issue Committees

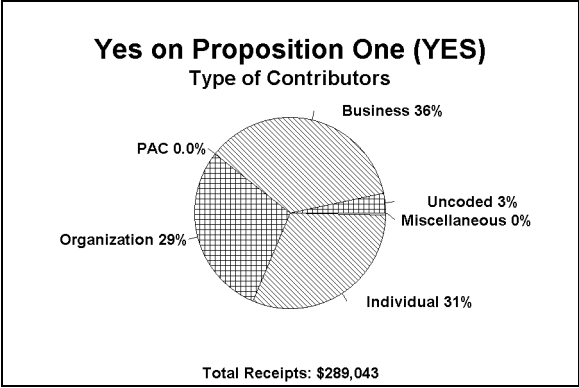


Figure 90

IV. 1999 CITY OFFICE AND BALLOT ISSUE CAMPAIGN EXPENDITURES

A. Total Expenditures

Tables 5, 6 and 7 below, report the total expenditures for all 1999 City campaigns. Figures 91 thru 94 portray this information graphically.

Council Position 1	
Bob Hegamin	\$ 1,384
Cheryl Chow	\$ 95,126
Judy Nicastro (E)	\$ 83,152
Daniel Norton	\$ 30,620
All Candidates	\$ 210,282

Council Position 7	
George Freeman	\$ 1,120
Charlie Chong	\$ 72,809
Heidi Wills (E)	\$ 198,309
Elbert V. Brooks	\$ -
Thomas Whittemore	\$ 23,582
David W. Lawton	\$ 16,801
All Candidates	\$ 312,621

Council Position 3	
Lenora Jones	\$ 3,193
Peter Steinbrueck (E/I)	\$ 61,971
Stan Lippmann	\$ 755
Don Hennick	\$ 755
All Candidates	\$ 66,674

Council Position 9	
Dawn Mason	\$ 106,385
Andrew Scully	\$ 14,413
Jim Compton (E)	\$ 155,657
Alec Fiskien	\$ 71,911
All Candidates	\$ 348,366

Council Position 5	
Lee Carter	\$ 823
E. Mike Rodosovich	\$ 5,859
Curt Firestone	\$ 61,266
Margaret Pageler (E/I)	\$ 92,010
All Candidates	\$ 159,957

Table 5

Ballot Issue Committees

Prop 1 – SeaCtr/CommCtr Levy (Passed)	
Yes on Prop 1	\$289,043
All Committees	\$289,043

Table 6

Candidates who did not appear on the ballot.

Ballot Issue committees whose ballot issue did not appear on the ballot.

Council Candidates		Ballot Issue Committees	
Martha C Choe	\$ 13,902	Save the Police & Parks (No on 45)	\$ 683
Grant Cogswell	-	Back to Basics (Yes on 45)	\$ 26,208
Sherry Harris	\$ 362	Free Speech Seattle (Yes on 46)	\$ 6,028
Douglas Mays	-	Neighborhoods 1st! (Yes on 48)	\$ 10,371
All Candidates	\$ 14,264	All Committees	\$ 43,290

Table 7

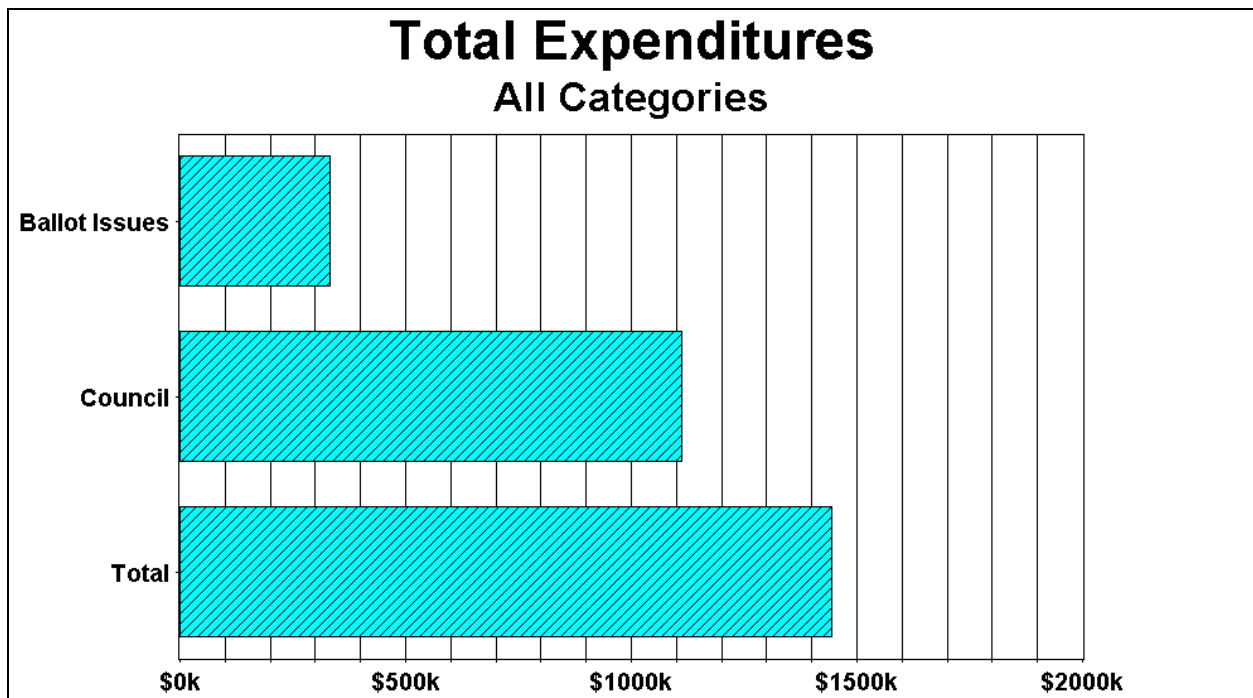


Figure 91

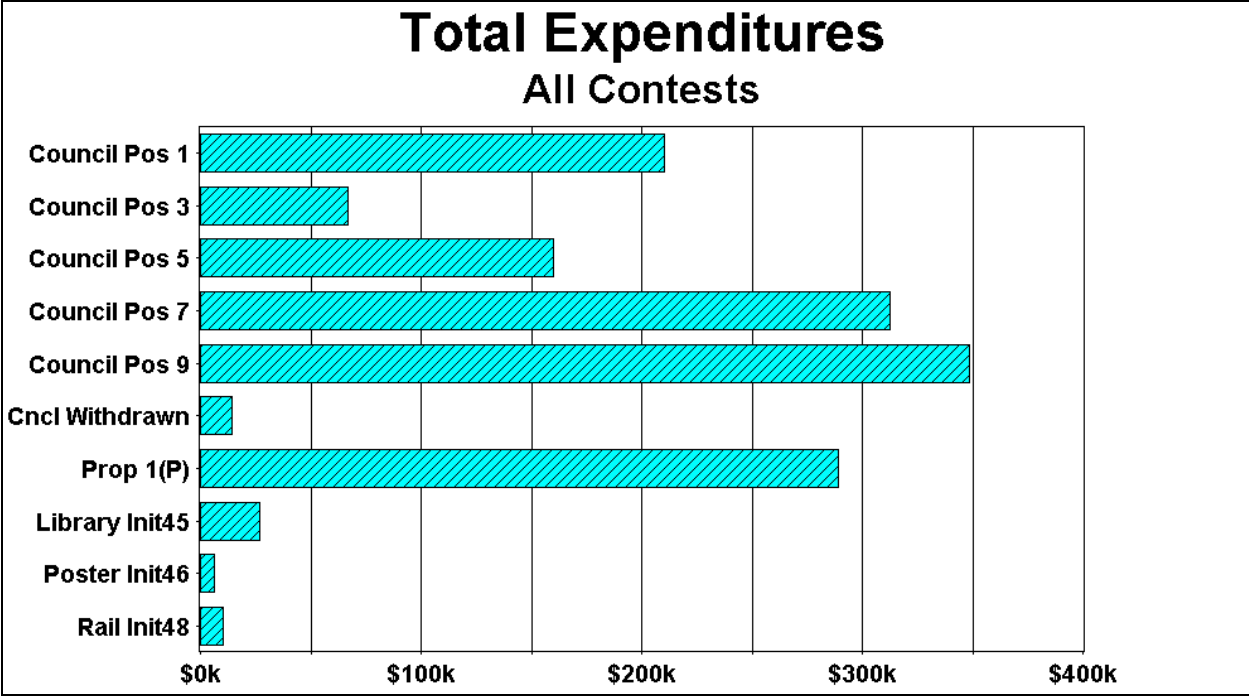


Figure 92

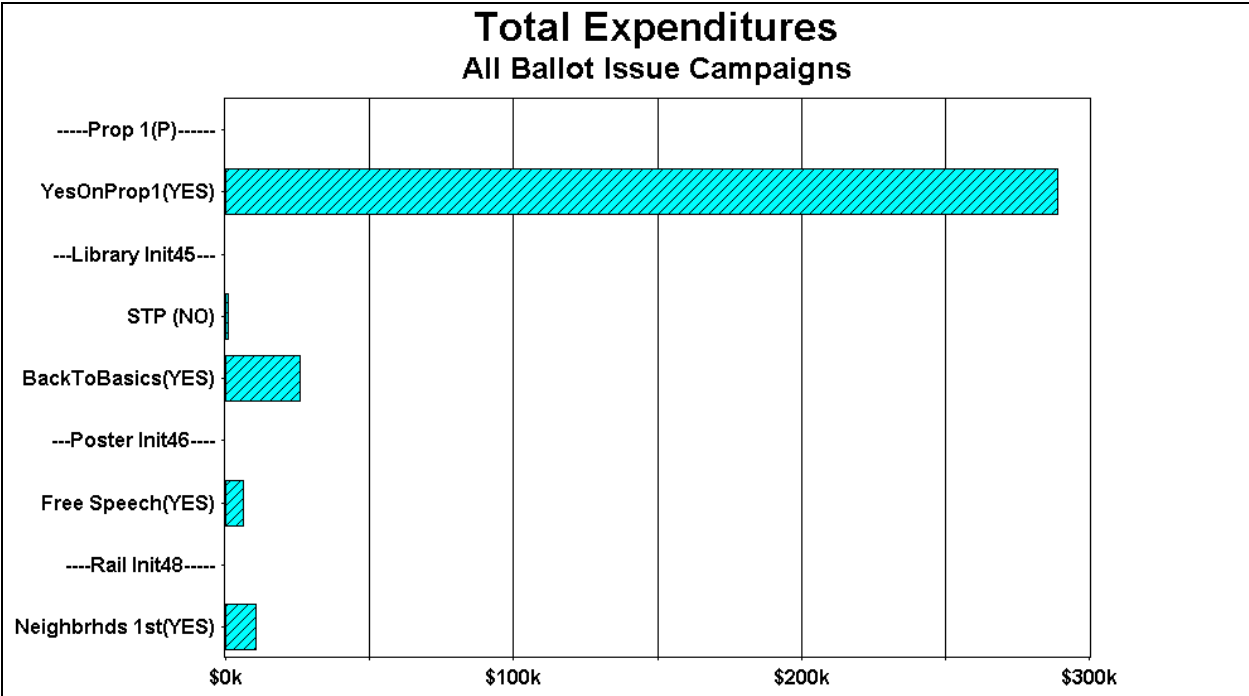


Figure 93

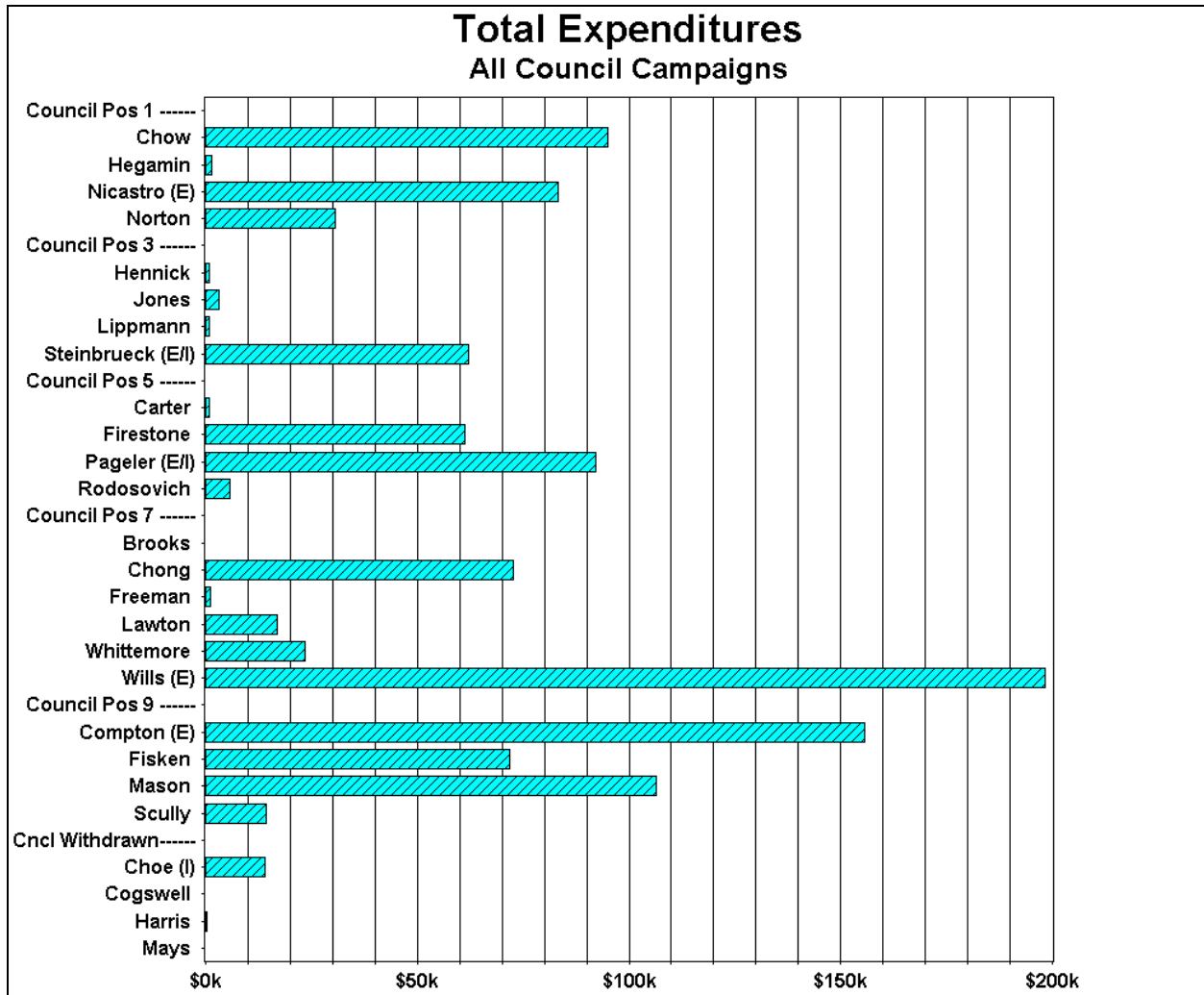


Figure 94

B. Types Of Expenditures

Each campaign itemized and described all expenditures over \$50. Commission staff then reviewed the descriptions provided by the campaigns and coded each expenditure into the following categories:

- ◆ Fundraising: Solicitation mailings, printing, postage, event costs and fundraising consulting
- ◆ Lit & Mail: Promotional literature, design, postage, printing, copying, lists, labels and consulting
- ◆ TV & Radio: Broadcast advertising production, time buys and consultants
- ◆ Staff/Consult: Staff wages, payroll taxes and general consulting fees
- ◆ Operations: Rent, office supplies, food, travel, phone, research, computer, office equipment
- ◆ Newspaper Ads: Ad design and buys
- ◆ Other Ads: Yard signs, internet, bus signs, t-shirts, bumper stickers, phone banks
- ◆ Uncodable: Unitemized or insufficient information available to code appropriately
- ◆ Miscellaneous: Signature gathering, contributions to charities and other committees, transfers to new committee, fines & penalties

1999 City campaigns spent two-thirds of their funds on some form of voter contact. The most popular form of advertising was direct mail, which accounted for 50% of all expenditures. Radio and television advertising was a distant second, accounting for 7% of all expenditures. Staff & Consultants accounted for 17% and General Operations accounted for 9% of all expenditures. See **Figure 95**.

There were no dramatic differences in the overall voter contact spending of Council campaigns and ballot issue campaigns. Council campaigns spent slightly more on voter contact, 66%, ballot issue campaigns spent 55% of their funds on voter contact. There were sharp differences, however, in how voter contact spending was allocated. Council campaigns overwhelmingly used direct mail to get their message out, accounting for 56% of their expenditures. By contrast, ballot issue campaigns split their funding somewhat equally between direct mail and radio/television advertising, with 27% spent on literature and mail, and 22% spent on television and radio advertising. See **Figures 96 and 97**.

Interestingly, Council campaigns spent a far bigger proportion of their funds on fundraising activity than did ballot issue campaigns, 6% as opposed to 1%. Ballot issue campaigns received only 3% of their funds from contributions of less than \$100, whereas Council campaigns received 17% of their funding from this source. See **Figures 14, 15, 96 and 97**.

Figures 98 thru 120 show some differences in how 1999 City campaigns allocated their funds. Some larger campaigns spent 80% or more of their funds on voter contact while others spent 60% or less for this purpose.

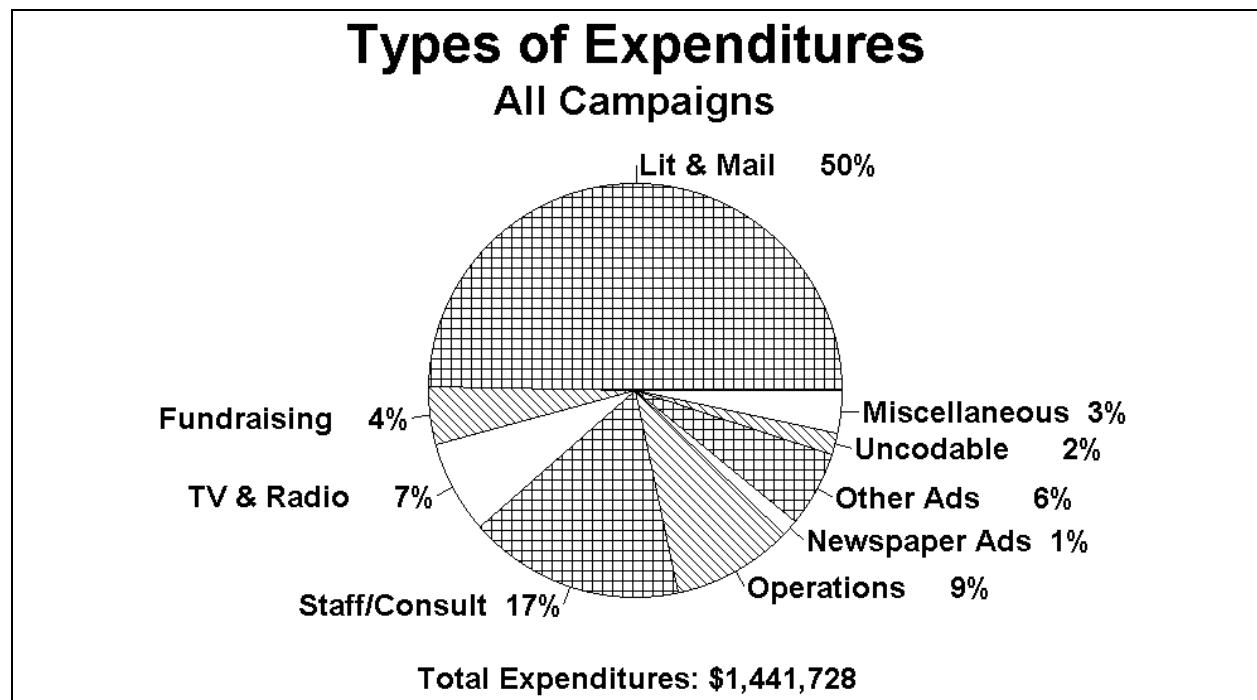


Figure 95

Types of Expenditures All Council Campaigns

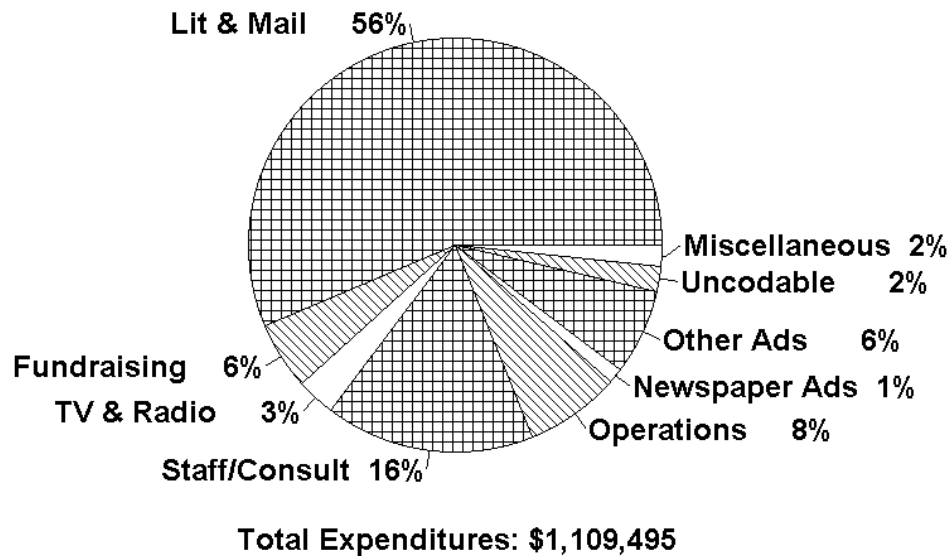


Figure 96

Types of Expenditures All Ballot Issues

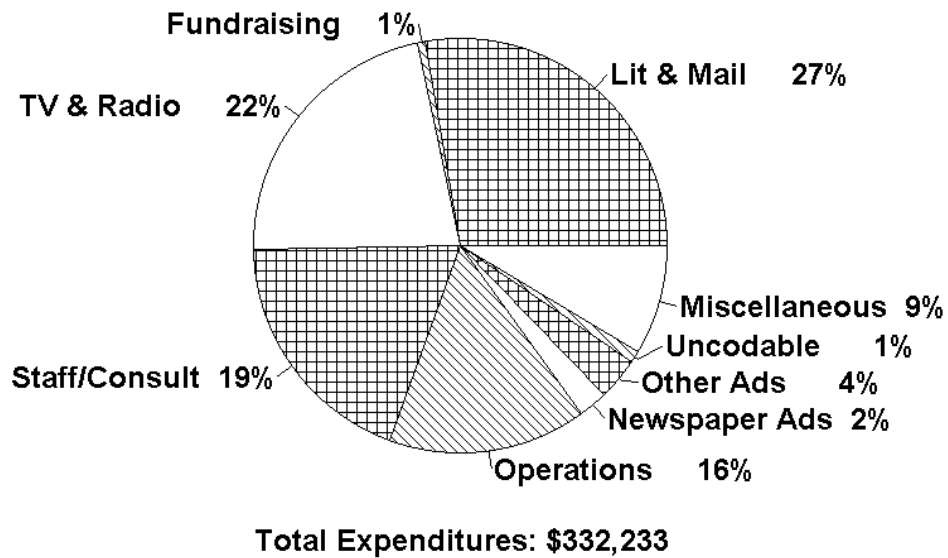


Figure 97

Candidates for City Council Position 1

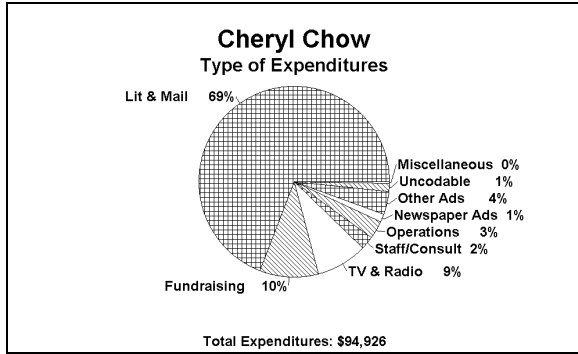


Figure 98

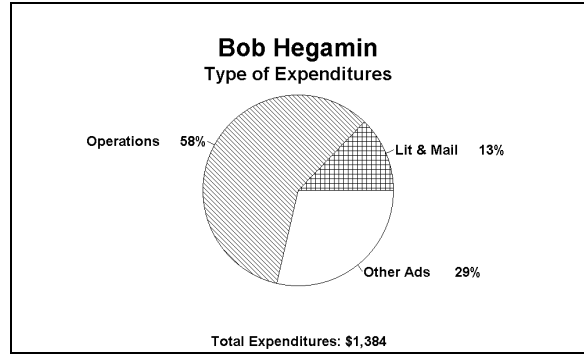


Figure 99

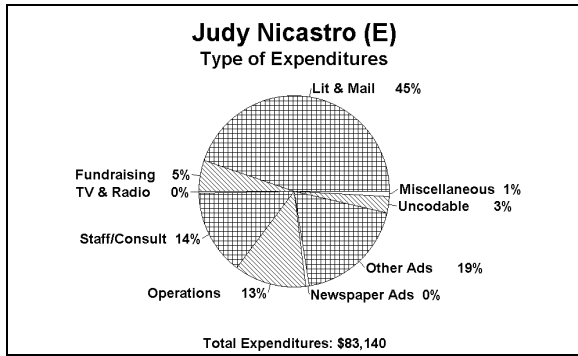


Figure 100

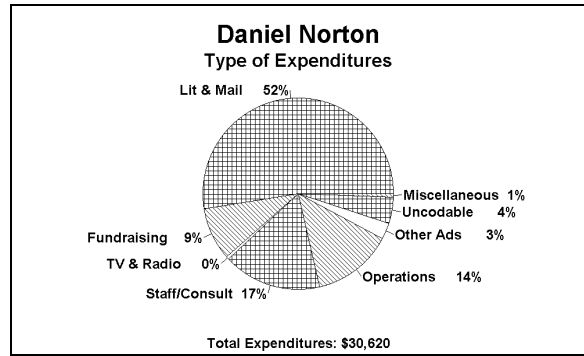


Figure 101

Candidates for City Council Position 3

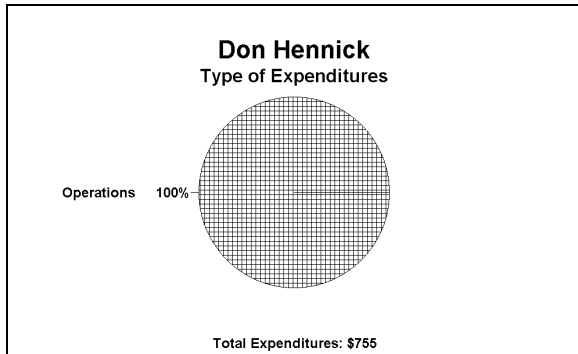


Figure 102

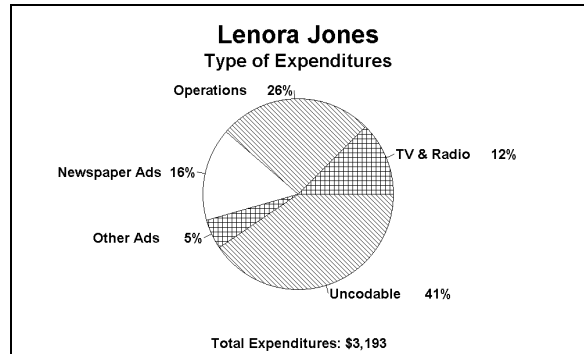


Figure 103

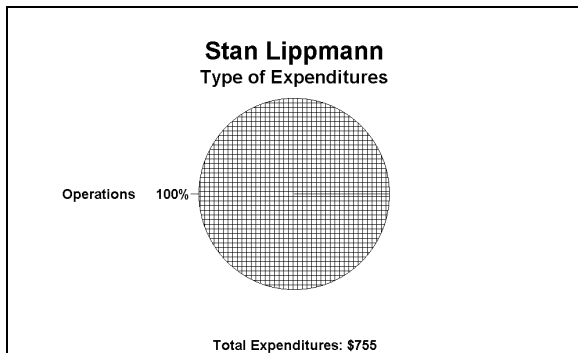


Figure 104

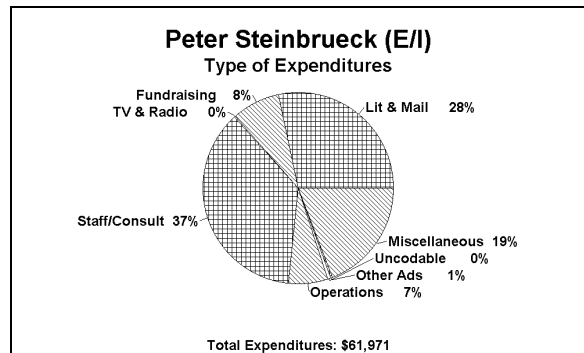


Figure 105

Candidates for City Council Position 5

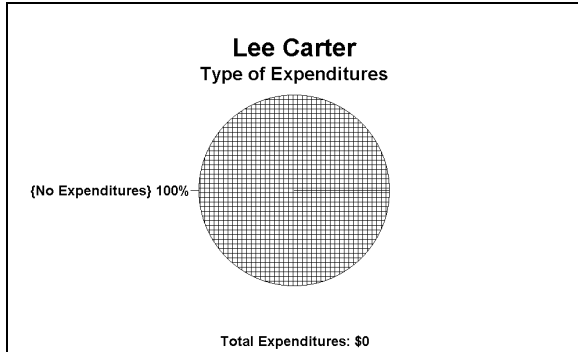


Figure 106

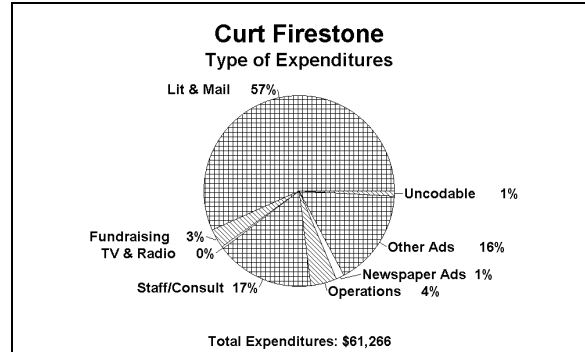


Figure 107

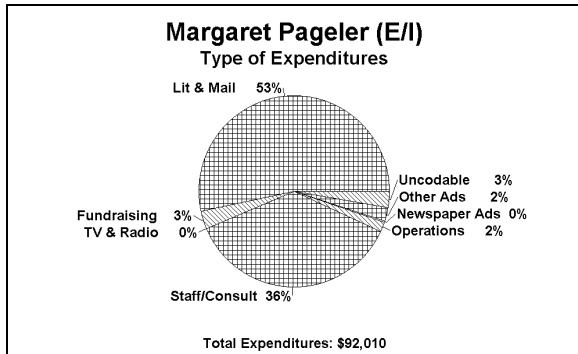


Figure 108

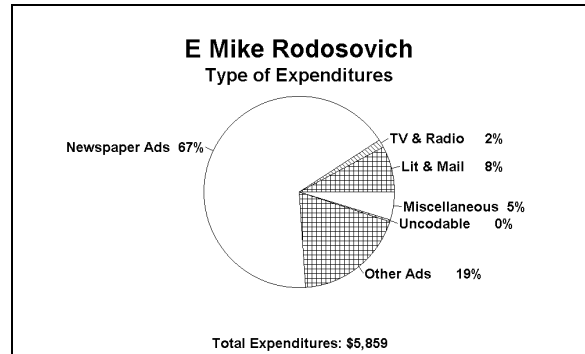


Figure 109

Candidates for City Council Position 7

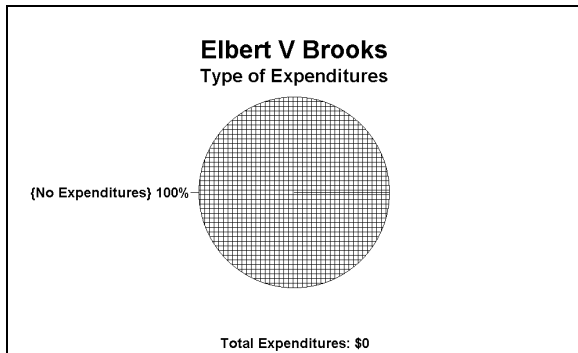


Figure 110

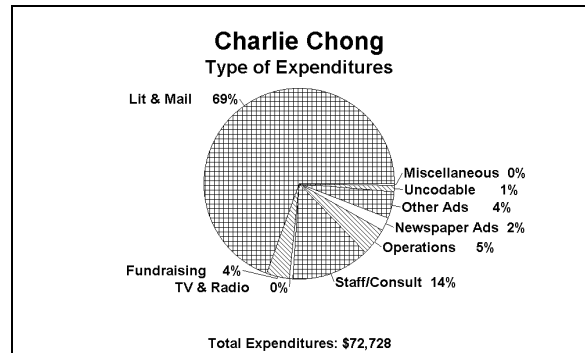


Figure 111

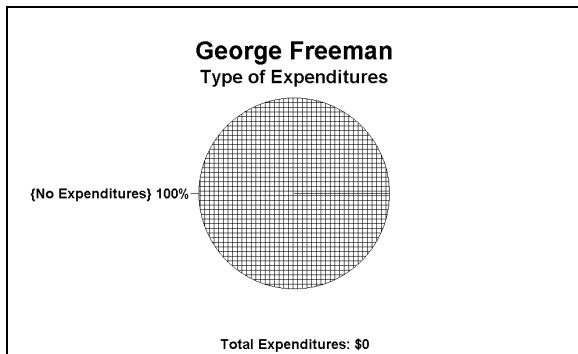


Figure 112

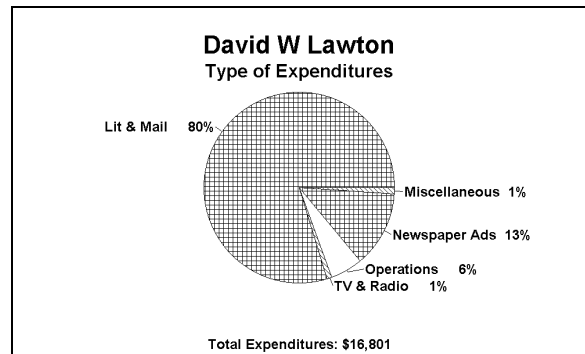


Figure 113

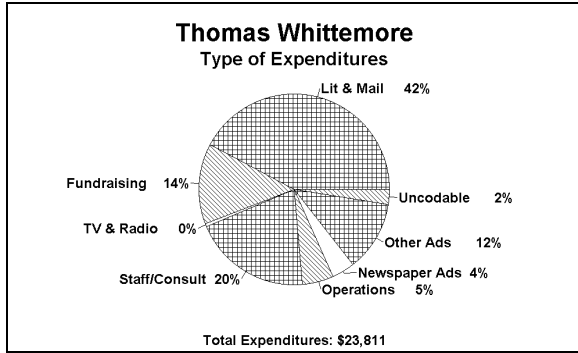


Figure 114

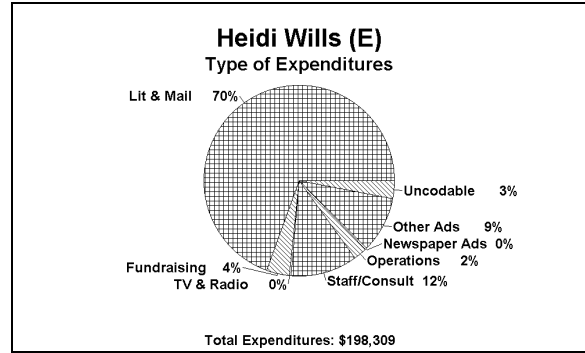


Figure 115

Candidates for City Council Position 9

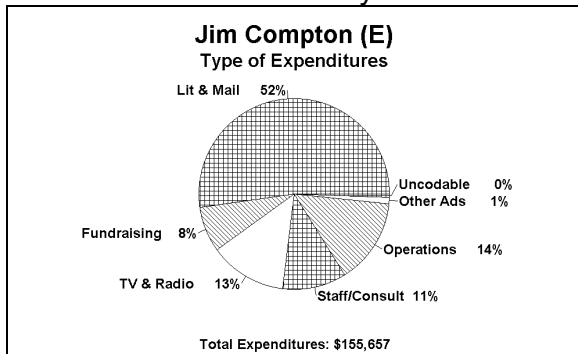


Figure 116

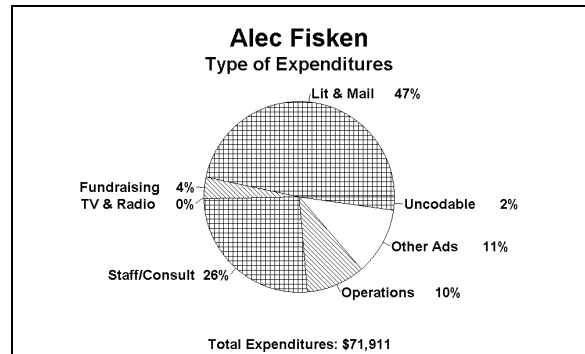


Figure 117

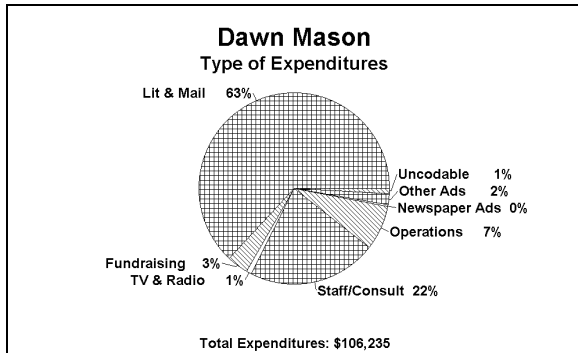


Figure 118

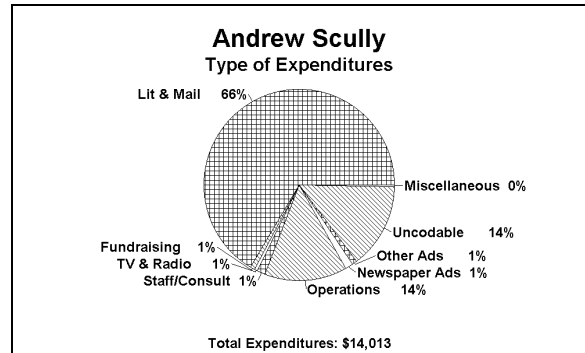


Figure 119

Ballot Issue Committees

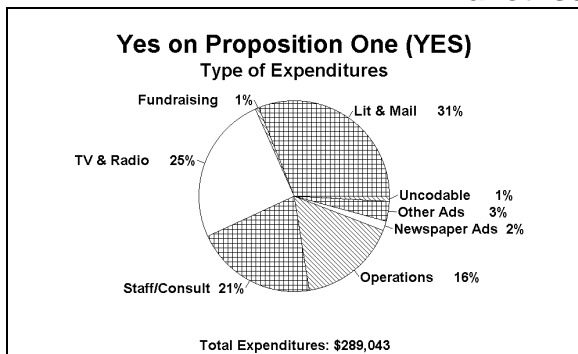


Figure 120

V. YEAR TO YEAR TRENDS

A. Total Contributions Received, Averaged By Council Position

The following graph compares the average amount of money raised by Council campaigns over the last four regular election cycles. The amounts used in the graph are calculated by dividing the total contributions raised by all Council campaigns by the number of positions appearing on the ballot that year. This calculation is necessary because in 1993 four Council positions were on the ballot, whereas five positions were on the ballot in the other years.

Fundraising for Council positions increased dramatically in 1999, continuing an upward trend. On average, over \$219,000 was raised by all candidates for each position on the 1999 ballot, a roughly 20% increase from 1997 (\$176,000) and 1995 (\$179,000). This amount is more than double the 1993 level of \$104,000. We have not seen a straight line increase over the past four cycles, total funds raised in 1997 were actually somewhat less than in 1995. This may be attributable to the impact of Mayoral campaign fundraising competing with Council fundraising in both 1993 and 1997. See **Figure 121**.

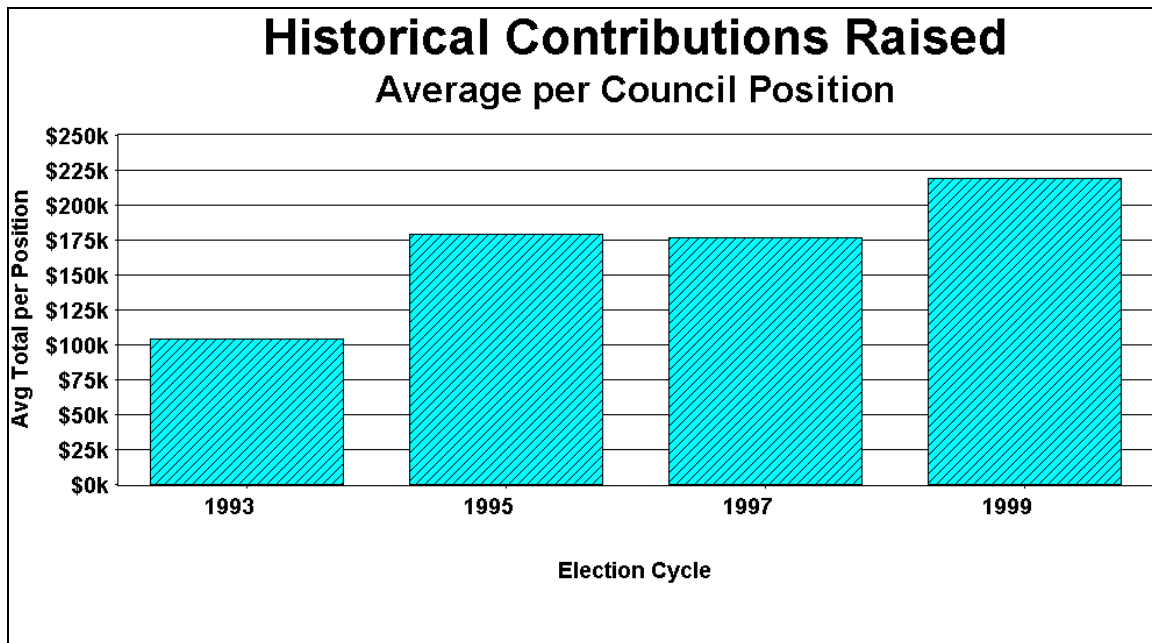


Figure 121

B. Average Contribution To Council Campaigns and Number of Contributors

There was an alarming increase in the average contribution size to the 1999 City Council candidates. Campaigns are relying less and less on small contributions to fund their campaigns. The average contribution size for the 1999 Council campaign is a little over \$107, an increase of 14% over the 1997 average of \$94, well in excess of inflation. At the same time that total contributions increased, the number of contributors to 1999 Council campaigns declined 3% from 1997 levels, from 9,382 to 9,060. See **Figures 122 and 123**.

Please note that averages for 1993 were calculated without using the number of contributors of \$25 or less in the equation. As a result, the 1993 calculation is higher than the calculation for 1995-1999, in which contributors of less than \$25 were included.

It is hard to discern a trend in the average contribution size to ballot issue campaigns. Because there are no contribution limits for ballot issues, this figure can be dramatically affected by "outlier"

data. For example, the average contribution size in 1998 was roughly three times the similar figure for 1995, 1997 and 1999. This was due, in large part, to the fact that the 1998 pro-library levy campaign received over 40% of its contributions from one large contributor. See **Figure 124**.

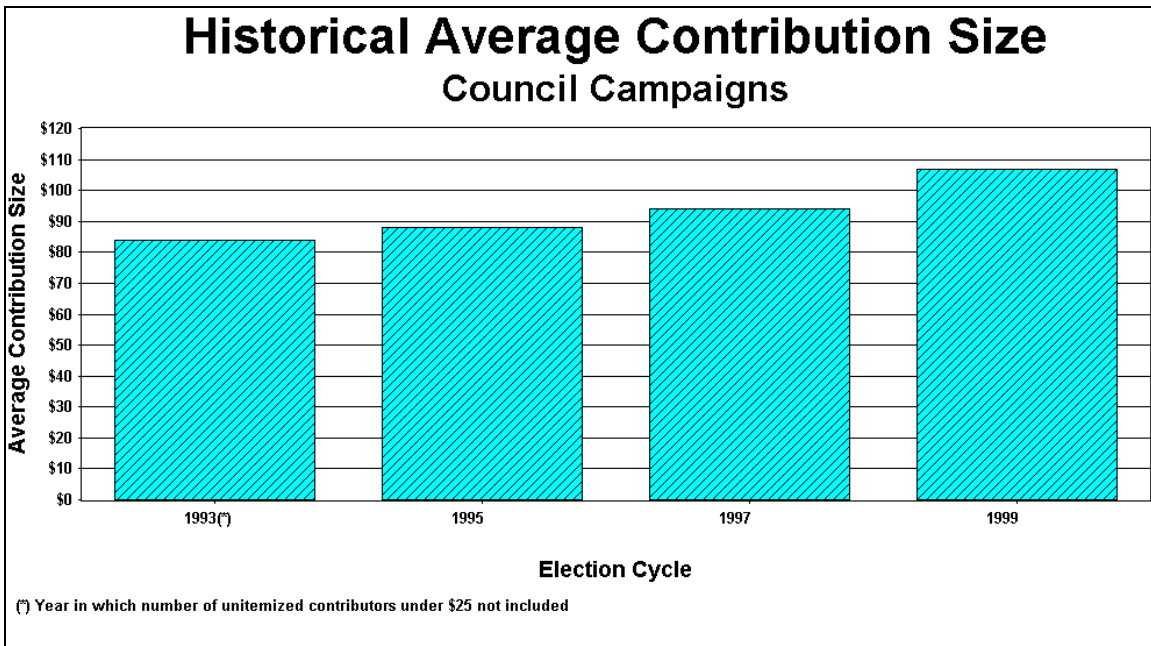


Figure 122

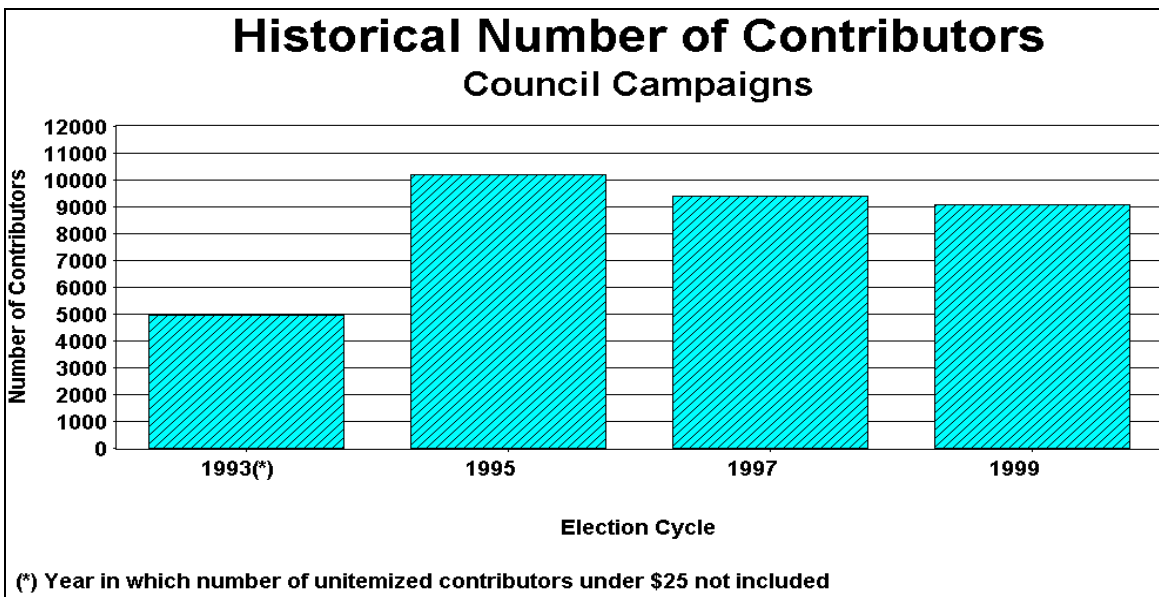


Figure 123

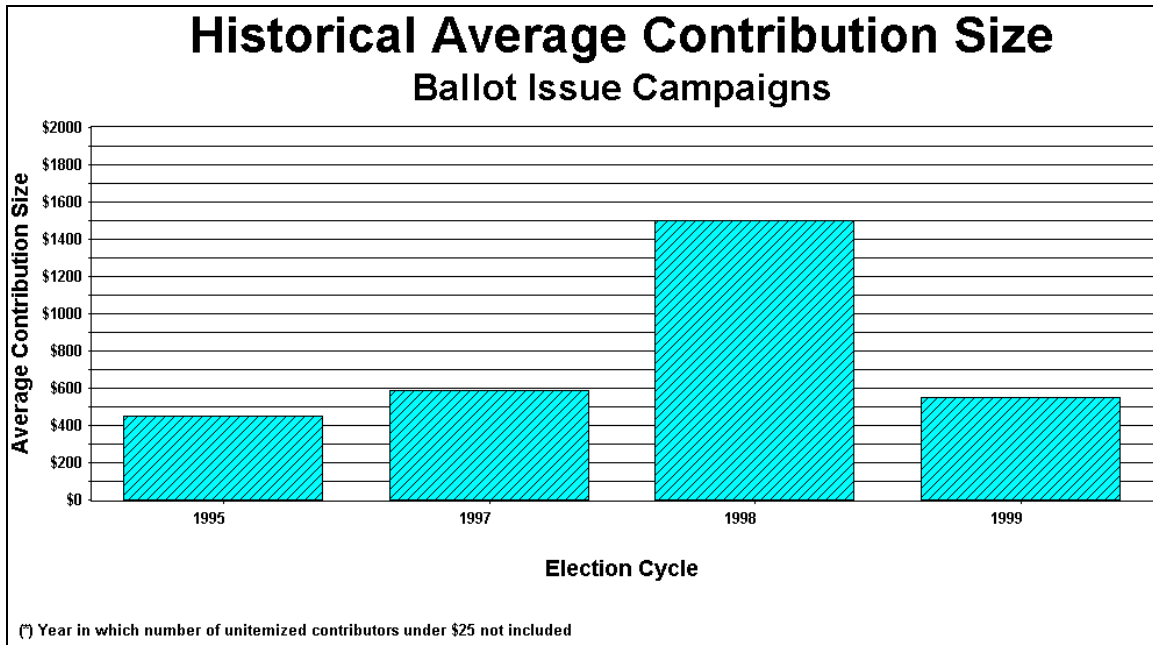


Figure 124

AVERAGE CONTRIBUTION SIZE To Council Candidates

1993	\$84
1995	\$85
1997	\$94
1999	\$107

Table 8

NUMBER OF CONTRIBUTORS To Council Candidates

1993	4,946
1995	10,183
1997	9,382
1999	9,060

Table 9

AVERAGE CONTRIBUTION SIZE To Ballot Issue Committees

1995	\$452
1997	\$590
1998	\$1,563
1999	\$550

Table 10

C. The Impact of Public Financing

Seattle's experience with partial public financing in the 1970's and 80's demonstrates two things: 1) the use of such financing results in broader participation in political campaigns, more people contribute to campaigns in this environment, and 2) the use of such financing encourages campaigns to rely more on small contributions as a source of funding. With one exception, the following charts and tables clearly show two trends in years when partial public financing was in place: 1) the average number of contributors to each campaign was much higher, and 2) the average contribution size was much lower.

There was one exception to the trend, the average number of contributors to 1987 Council campaigns was lower than years in which there was no public financing. The author of the study on which this data is based attributed this to a methodological issue. The author claims that several important campaigns were left out of the results because they started late and were thus not included in the category of "closely contested City Council races" in 1987.

In three election cycles, 1979, 1981 and 1987, City Council candidates who agreed to cap their expenditures received matching funds from the City, dollar for dollar up to \$50 for each individual campaign contributor. The matching program was also in place in the 1989 and 1991 election cycles and applied to other City Offices such as Mayor and City Attorney. Unfortunately, no compiled data exists for these election cycles.

The 1975-1987 information in the following charts and tables was compiled by the former Seattle Elections Administrator, Allen Miller. The data presented are not for all City Council races, only the "highly contested City Council races." The trend is clear, during the years when Seattle had public financing: 1979, 1981 and 1987, the average contribution was lower than the previous and following years in which public financing was not in place and the average number of contributors was greater in 1979 and 1981.

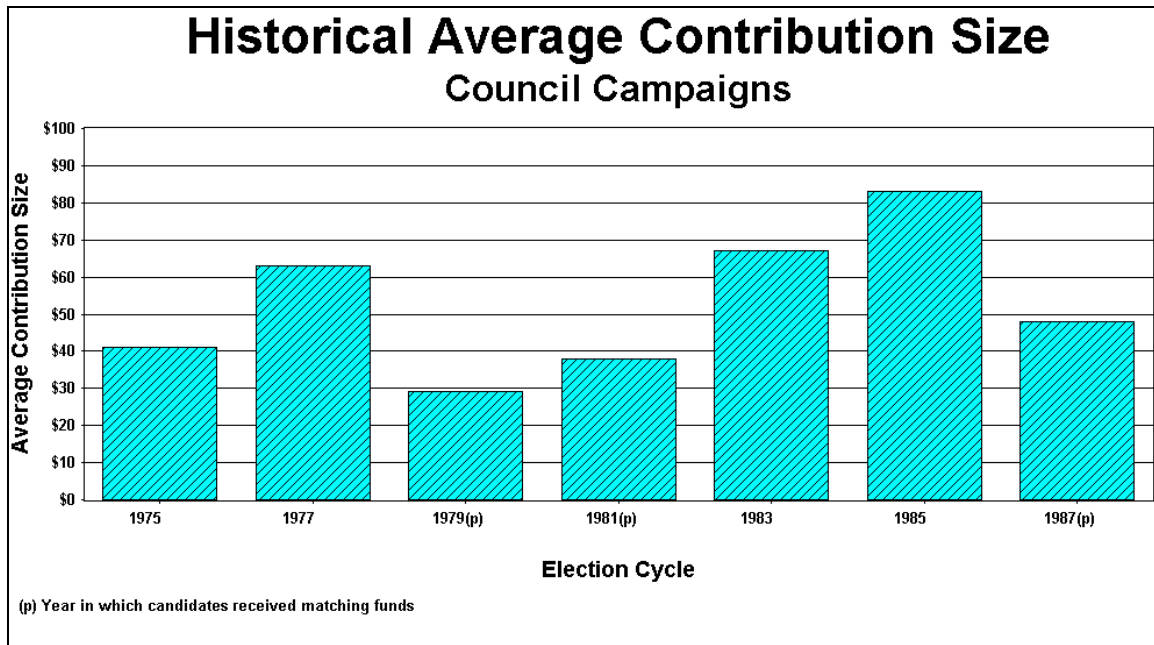


Figure 125

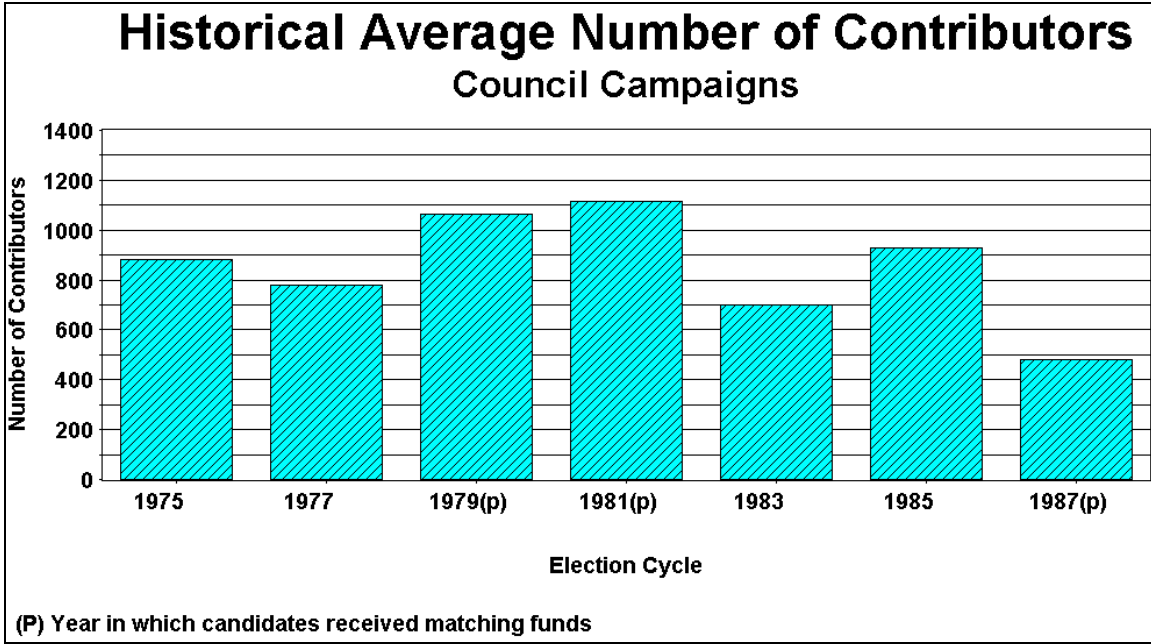


Figure 126

**AVERAGE CONTRIBUTION SIZE
To Council Candidates**
(public financing was in place during the bolded years)

1975	\$41
1977	\$63
1979	\$29
1981	\$38
1983	\$67
1985	\$83
1987	\$48

Table 11

**AVERAGE NUMBER OF CONTRIBUTORS
To Council Candidates**
(public financing was in place during the bolded years)

1975	882
1977	778
1979	1063
1981	1114
1983	698
1985	929
1987	483

Table 12

The Seattle Elections Code currently imposes a \$400 limit on contributions to each candidate. Seattle no longer has expenditure limits, however. The United States Supreme Court ruled that

expenditure limits may not be imposed on candidates without giving them something in return. See Buckley v Valeo, 424 U.S. 1, 96 SCt 612, 46 L.Ed.2d 659 (1976). Prior to 1992, the Seattle Elections Code required expenditure limits of those City office candidates who accepted partial public financing. In November 1992, Washington voters passed Initiative 134, which prohibits the use of public funds for state or local elections. As a result, Seattle lost the authority to offer partial public financing of campaigns and with it the authority to impose expenditure limits.

VI. LISTS

Top 20 Contributors to all Candidates

The following is a list of the top 20 contributors to all Council candidates appearing on the 1999 ballot. The reported employers and occupations of individual contributors are also shown. Where the various campaigns have reported different employers or occupations, all reported employers and occupations are listed.

The list includes 7 labor PACs, 3 other PACs, 3 developers, 2 property management companies, 1 retiree, 1 lobbyist, 1 policy consultant, 1 attorney and 1 horticulturalist.

Human Services & Housing Now PAC	
Cheryl Chow	400
Curt Firestone	400
Alec Fisken	400
Dawn Mason	400
Judy Nicastro (E)	400
Peter Steinbrueck (E/I)	400
Thomas Whittemore	400
Heidi Wills (E)	400
Total	3200

Martin J Durkan Martin J Durkan Inc Consultant/Lobbyist	
Cheryl Chow	400
Jim Compton (E)	400
Alec Fisken	400
Dawn Mason	400
Judy Nicastro (E)	400
Margaret Pageler (E/I)	200
Peter Steinbrueck (E/I)	400
Heidi Wills (E)	400
Total	3000

Maryanne Tagney-Jones dba Tresaith Co. dba Maryanne Tagney-Jones Policy Consultant	
Jim Compton (E)	400
Alec Fisken	400
Judy Nicastro (E)	400
Daniel Norton	400
Margaret Pageler (E/I)	400
Peter Steinbrueck (E/I)	400
Heidi Wills (E)	400
Total	2800

Public Service & Industrial Workers Local 1239	
Jim Compton (E)	400
Curt Firestone	400
Alec Fisken	400
Dawn Mason	400
Judy Nicastro (E)	400
Peter Steinbrueck (E/I)	400
Heidi Wills (E)	400
Total	2800

PTSGE Preston Gates & Ellis PAC	
Cheryl Chow	350
Jim Compton (E)	400
Alec Fisken	400
Judy Nicastro (E)	400
Margaret Pageler (E/I)	350
Peter Steinbrueck (E/I)	400
Heidi Wills (E)	400
Total	2700

Lennartz, Ann dba Ann Lennartz Horticulturalist	
Charlie Chong	400
Curt Firestone	400
Dawn Mason	400
Judy Nicastro (E)	400
Daniel Norton	400
Peter Steinbrueck (E/I)	400
Total	2400

JAMPAC Joint Artists & Musicians PAC	
Charlie Chong	400
Curt Firestone	400
Dawn Mason	400
Judy Nicastro (E)	400
Peter Steinbrueck (E/I)	400
Heidi Wills (E)	400
Total	2400

Int'l Brotherhood of Electrical Workers Local 77 PAC	
Jim Compton (E)	400
Curt Firestone	400
Dawn Mason	400
Judy Nicastro (E)	400
Peter Steinbrueck (E/I)	400
Heidi Wills (E)	400
Total	2400

Seattle Firefighters Voluntary PAC	
Jim Compton (E)	400
Dawn Mason	400
Judy Nicastro (E)	400
Margaret Pageler (E/I)	400
Peter Steinbrueck (E/I)	400
Heidi Wills (E)	400
Total	2400

Int'l Federation of Professional & Technical Engineers Local 17 PAC	
Jim Compton (E)	400
Curt Firestone	400
Dawn Mason	400
Judy Nicastro (E)	400
Peter Steinbrueck (E/I)	400
Heidi Wills (E)	400
Total	2400

B Gerald Johnson Preston Gates & Ellis Attorney	
Cheryl Chow	400
Jim Compton (E)	400
Alec Fisken	400
Margaret Pageler (E/I)	250
Peter Steinbrueck (E/I)	400
Heidi Wills (E)	200
Total	2050

Kenneth Alhadeff Miken Prop./Elttaes Ent./Alhadeff Cos. Investor/Real Estate Management	
Cheryl Chow	400
Jim Compton (E)	400
Margaret Pageler (E/I)	400
Peter Steinbrueck (E/I)	400
Heidi Wills (E)	400
Total	2000

Matt Griffin Pine Street Development LLC Real Estate Development	
Cheryl Chow	400
Jim Compton (E)	400
Alec Fisken	400
Peter Steinbrueck (E/I)	400
Heidi Wills (E)	400
Total	2000

King Co Committee on Political Education (AFL-CIO)	
Curt Firestone	400
Dawn Mason	400
Judy Nicastro (E)	400
Peter Steinbrueck (E/I)	400
Heidi Wills (E)	400
Total	2000

Laborers & Hodcarriers Local 242 PAC	
Curt Firestone	400
Dawn Mason	400
Judy Nicastro (E)	400
Peter Steinbrueck (E/I)	400
Heidi Wills (E)	400
Total	2000

H Jon Runstad Wright Runstad & Co Real Estate Development	
Cheryl Chow	400
Jim Compton (E)	400
Alec Fisken	400
Margaret Pageler (E/I)	400
Heidi Wills (E)	400
Total	2000

The Vance Corporation	
Cheryl Chow	400
Jim Compton (E)	400
Margaret Pageler (E/I)	400
Peter Steinbrueck (E/I)	400
Heidi Wills (E)	400
Total	2000

Nitze-Stagen Co Inc	
Cheryl Chow	400
Jim Compton (E)	400
Alec Fisken	400
Margaret Pageler (E/I)	400
Heidi Wills (E)	325
Total	1925

Ancil H Payne Retired	
Jim Compton (E)	400
Alec Fisken	400
Judy Nicastro (E)	400
Daniel Norton	100
Margaret Pageler (E/I)	400
Heidi Wills (E)	200
Total	1900

Plumbers & Pipefitters UA Local 32	
Cheryl Chow	400
Curt Firestone	400
Dawn Mason	400
Peter Steinbrueck (E/I)	250
Heidi Wills (E)	400
Total	1850

Table 13

Top 20 Contributors to all Ballot Issues

The following is a list of the top 20 contributors to all ballot issue committees on the ballot in 1999. There was only one committee supporting or opposing a ballot issue on the ballot in 1999, so below is the list of the top 20 contributors to Yes on Prop 1, a committee in support of the Seattle Center/Community Center Levy.

Seattle Center Foundation	\$48,099
Pacific Northwest Ballet	\$17,436
Seattle Opera	\$15,800
Bank of America	\$15,000
The Boeing Company	\$15,000
Microsoft	\$10,000
Gerald Hanauer Retired	\$10,000
Washington Mutual Bank	\$7,500
Encore Media Group	\$6,990
Starbuck's Coffee Company	\$5,075
Herman Sarkowsky dba Herman Sarkowsky, Investor	\$5,000
Jack Benaroya dba Jack Benaroya, Investor	\$5,000
Jeremy Jaech Visio Corporation, CEO	\$5,000
Key Bank	\$5,000
Wells Fargo & Co.	\$5,000
Seattle Mariners	\$5,000
Pistol Creek Financial Co.	\$5,000
Craig McCaw	\$5,000
Eagle River Inc, Telecom Exec	\$5,000
LMN Architects	\$4,000
AT&T Wireless Services	\$4,000

Table 14

Top 20 Employers of Contributors

The following is a list of the top 20 employers of contributors to 1999 Council campaigns and the aggregate amount their employees gave to these campaigns. Campaigns are required to report the employer and occupation of each person who contributes \$100 or more. The information provided on these reports was aggregated to create this table.

State of Washington	\$23,311.66
City of Seattle	\$23,040.00
King County	\$15,572.00
Microsoft	\$15,225.00
Not Employed	\$11,637.34
Preston Gates & Ellis LLP	\$6,975.00
Federal Government	\$4,305.00
APCO Associates	\$4,275.00
Seattle School District	\$4,055.00
Windermere Real Estate	\$4,028.75
Foster Pepper & Shefelman PLLC	\$3,866.35
The Boeing Company	\$3,490.00
Martin J Durkan Inc	\$3,400.00
Wright Runstad	\$3,375.00
Pine Street Development LLC	\$3,300.00
Alhadeff Companies/Miken Properties/Elttaes Enterprises	\$2,800.00
Heller Ehrman White & Mcauliffe	\$2,619.85
Ann Lennartz	\$2,400.00
Argosy Cruises	\$2,400.00
Uwajimaya Inc	\$2,325.00

Table 15

List of Contributors

The list of contributors is not available in the web version of this report. These lists are available elsewhere on the Commission web site at:

www2.ci.seattle.wa.us/ethics/searchlist/lists.asp

and:

www2.ci.seattle.wa.us/ethics/searchlist/searchlist.asp