

**APPENDIX**



## NEW JERSEY GENERAL ASSEMBLY

LOUIS D. GREENWALD  
ASSEMBLYMAN

SIXTH LEGISLATIVE DISTRICT  
1103 LAUREL OAK ROAD, SUITE 142  
VOORHEES, NJ 08043  
TELEPHONE: (856) 435-1247

PAMELA R. LAMPITT  
ASSEMBLYWOMAN

April 16, 2007

Special Legislative District Selection Committee  
State House Annex  
Trenton, NJ 08625

Dear Governor Florio and Members of the Special Legislative District Selection Committee:

Thank you for agreeing to serve on this special panel. As the first members of the Legislature to be elected as "clean candidates," we are excited that the 2007 Clean Elections pilot program has been extended to include one of our state's competitive districts.

As participating candidates in one of two test districts in 2005, we experienced first-hand both the promise of Clean Elections and the problems inherent in the initial law. The reauthorization mitigates many of the significant stumbling blocks that we overcame two years ago, and which greatly hindered the other candidates' ability to qualify. We view the 2007 program as a vast improvement over the system in place last election cycle, and are certain that more candidates will be able to qualify this year for public financing.

The Assembly is fortunate to have four candidates from two truly competitive districts who have signaled their interest in running as clean candidates – Assemblywoman Linda Greenstein and Assemblyman Bill Baroni of the 14th Legislative District, and Assemblyman Michael Panter and Assemblywoman Jennifer Beck of the 12th Legislative District.

While we respect each of our colleagues and applaud their commitment to this program, we urge the Selection Committee to designate for participation the 14th Legislative District. Assemblywoman Greenstein and Assemblyman Baroni have been at the forefront of every discussion about improving the Clean Elections process. They both served with distinction on the New Jersey Citizens' Clean Elections Commission and the Assembly's bipartisan Clean Elections Working Group, which drafted the reauthorization measure.

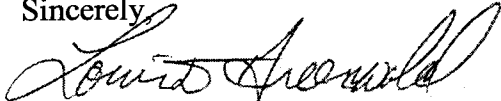
The fact that they now have requested to become a part of the pilot program shows not only their commitment to Clean Elections, but stands as a significant reason to afford them the privilege to seek office as clean candidates. We have no reason to doubt their dedication to the Clean Elections concept, and believe they – and their respective running mates – would run campaigns that truly can show the promise of public financing, especially in a highly competitive atmosphere.

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We ask that Assemblywoman Greenstein and Assemblyman Baroni be granted the opportunity to show the people of the 14th Legislative District – and the state as a whole – how Clean Elections and public financing can enhance the dialogue between candidates and voters, and improve our political system.

Thank you, again, for the time you are dedicating to further the cause of Clean Elections in New Jersey.

Sincerely,



Assemblyman Louis Greenwald



Assemblywoman Pamela R. Lampitt

**2007 New Jersey Fair and Clean Elections Pilot Project**  
**Special Legislative District Selection Committee**  
**April 16, 2007, 1PM**  
**Assemblywoman Jennifer Beck, LD 12**

**Facts about Legislative District 12**

**I. Voter registration**

Democrat	24,163
Republican	24,088
Undeclared	93,605

**II. 2005 Election Results**

Jennifer Beck (R) win over incumbent Asm. Bob Morgan (D) by 951 votes  
Declan OScanlon (R) loses to Asm. Mike Panter (D) by 73 votes

**III. Door to Door Effort by Beck / O'Scanlon**

Approximately 10,000 door hit over 6 months

**IV. Special Interest Spending in District 12**

**2005 Total spending in LD 12**

Democrat	1,277,430
Republican	504,930

More than 80% of dollars raised came from outside of LD 12.

**Democrats 20 Post in 2005**

Total	\$321,586
•	\$28,496 under \$300
•	\$263,350 over \$300

**Democrats 29 Days Pre-Filing**

Total	760,193
•	13,605 under \$300
•	552,900 over \$300
•	46,452 in kind contributions

Testimony Before the Special Legislative District Selection Committee  
By Declan O'Scanlon  
Assembly Candidate – 12<sup>th</sup> Legislative District  
Contact: 732-741-3246

Ladies and Gentlemen of the Committee, I appreciate the opportunity to appear before you today. My name is Declan O'Scanlon. I am a candidate for the Assembly in the 12<sup>th</sup> Legislative District.

You have important work to do here today. It is frequently the case that what will ultimately be the most historic and significant acts of our leaders are not initially recognized as such. I believe that the decisions you make here today have the capacity to dramatically and permanently change the tenor of politics in New Jersey. The clean elections pilot program has many easily enumerable and quantifiable goals. This committee's mission is to decide which of the two split legislative districts in question, the 12<sup>th</sup> or 14<sup>th</sup>, would be the best district to showcase this pilot program. We candidates in the 12<sup>th</sup> District have performed an exhaustive examination of the facts in each of the Districts in order to assess which one would be best suited to this pilot project and appreciate the opportunity to share our findings with you today.

The first goal of the Clean Elections program is to drive special interest money out of the political process. It is obvious on its face that special interest money corrupts the political system, if not always literally, certainly in the minds of the people of New Jersey who have become outraged by the abuses of the system they read about almost every day. Additionally, the wheeling in of special interest, and out of district, money leads to wild spending disparity and elections won and lost not by way of a legitimate debate of ideas but by who can wheel in enough cash to prevent the other side's message from being heard in the first place.

If you'll look at the first and second graphs in your packets you will see the first striking reason why District 12 is the best choice for this pilot program. In District 12 in 2005 one side outspent the other by an astounding 153%, while spending disparity in District 14 was only 26%. The trends further make the point. If you look at the third and fourth charts depicting the spending in each district you'll see that while over the last two election cycles spending levels in the 14<sup>th</sup> district have tended to even out, the trend

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in the 12<sup>th</sup> is going in the opposite direction with the disparity of spending increasing dramatically. Those trends, without the impact of the Clean Elections program, are expected to continue.

Importantly, the percentage of overall spending that is special interest money wheeled from outside the districts decreased in the 14<sup>th</sup> District from 2003 to 2005 but increased in the 12<sup>th</sup> – hitting a staggering 80% of every dollar spent in 2005.

The next question becomes, will these trends continue this election cycle? If you speak to anyone involved in New Jersey politics today you'll find very few people predicting a one sided tidal wave of special interest spending distorting the outcome of the election in the 14<sup>th</sup> District – but that is exactly what everyone knows is going to happen in the 12<sup>th</sup> - exactly the type of scenario that the Clean Elections program is supposed to control. With that knowledge, how could one justify the choice of the 14<sup>th</sup> District over the 12<sup>th</sup>?

Another factor that has been widely spoken about by the Clean Elections program backers, and that should be taken into account in your choice, over and above the choice of a split district, is that we ought to strive to choose the most competitive one. Once again, the 12<sup>th</sup> District stands out. More than anyone I can testify that the 12<sup>th</sup> District is a fiercely competitive one. I was a candidate for Assembly once before – back in 2005. I lost that election by a mere 73 votes. It was one of the closest elections in the State in recent memory. The 12<sup>th</sup> District, not the 14<sup>th</sup>, is being looked upon as the most competitive, at both the Senate and Assembly levels, in the State this year. There could be no better place to showcase the Clean Elections program than a District that will be a real contest and that will be followed so closely.

In addition to the primary goals of removing special interest money and promoting campaigns based on ideas rather than dollars, there are other goals that have been touted by the program's backers. My running mates referred to Senator Shirley Turner's hope that more fair campaigns could promote more women and minorities having the opportunity to legitimately compete in the political arena. With 4 of 6 candidates in the 12<sup>th</sup> District being women, it is conceivable that the district could be exclusively represented by women after this year's election – although that's not an outcome I'm endorsing! But one can't argue with the fact that testing this

5x

program in a district with so many women candidates can't help but promote even more women to get involved.

Another reason for choosing the 12<sup>th</sup> District for this program is that Monmouth County – which makes up all but two of the municipalities of the 12<sup>th</sup> District – has been the center of bribery and corruption probes that have made headlines across the State. There is no more blatant special interest money than that handed to someone in a brown paper bag. There is no group of people in the State of New Jersey more in need of a shot of confidence in their leaders than the beleaguered residents of Monmouth County. What better place could there be to center the beginning of a program to eliminate the influence of money on our electoral process?

Additionally, the Asbury Park Press, the State's leading newspaper in the advocacy of reforms that tie right into the Clean Elections program – such as anti-pay-to-play, wheeling, campaign finance and ethics reforms – is the dominant newspaper in the District. The Press has gone so far as to editorialize in favor of the choice of the 12<sup>th</sup> District over the 14<sup>th</sup> for the Clean Elections program. A copy of the Press editorial is included in your packets. The Press would be a most effective watch dog over the Clean Elections participants and would see to it that the program's successes - and failures – were widely publicized.

In doing our research for our appearance here today we spoke to dozens of knowledgeable people on both sides of the political aisle. The people we spoke to were, based on the reality of the data we have presented to you, unanimous in their conclusion that the 12<sup>th</sup> Legislative District is the perfect District for the clean elections pilot program. The 12<sup>th</sup>, as we have demonstrated here and as anyone objectively examining the data would have to conclude, is the District where the pilot would most likely make a difference. Distressingly, the knowledgeable, politically aware and connected people who unanimously believe that the 12<sup>th</sup> District is the obvious choice were just as unanimous in their belief that the 12<sup>th</sup> would not be chosen – specifically because it might have the intended affect and make the difference it was designed to make. That is a sad commentary on the state of our State. But we're used to bucking conventional wisdom, and the odds, in the 12<sup>th</sup> District. We are optimists who believe that there is yet hope for our State and hope that politics need not always trump sound policy. We implore you today to bolster our optimism. We count on the integrity of each of you as individuals and the Committee as a whole to make your

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decision based on the facts and rise above the swirling political pressures that we all know are ever present in New Jersey politics. It's time for a new day in New Jersey; we hope to see a glimmer of that day's sunrise exhibited here by you today. We are not asking you to hand us an election – on the contrary, we are simply asking for the opportunity to participate in a fair and open one. I thank you for your time, look forward to your decision and I'm happy to take any questions you might have.

### Fact Summary

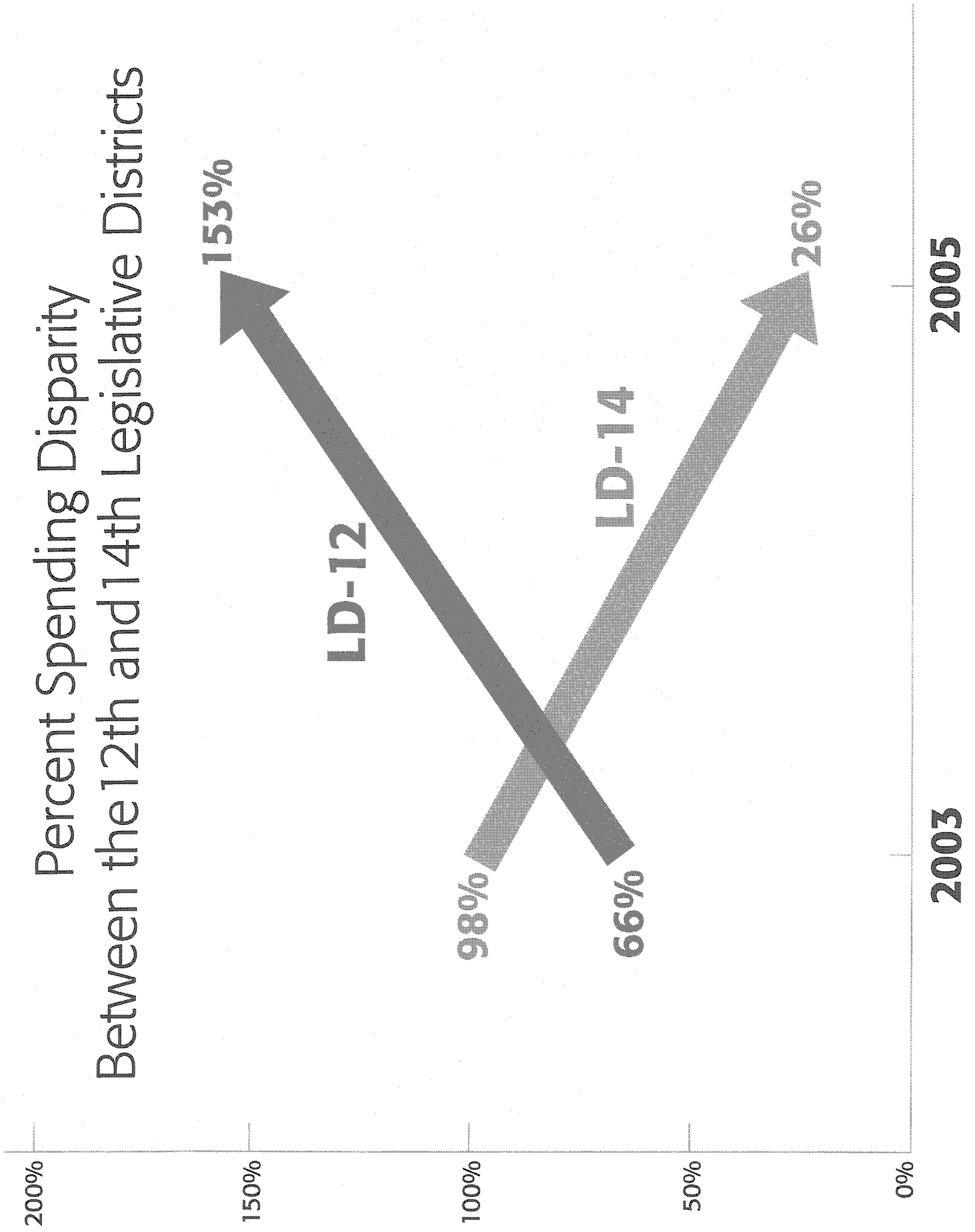
The 12<sup>th</sup> District had the highest percentage of special interest/wheeled money in 2005 - 80% of every dollar spent in the District in 2005.

The 12<sup>th</sup> District is expected to be the most competitive District – in both the Senate and Assembly races – in New Jersey this year.

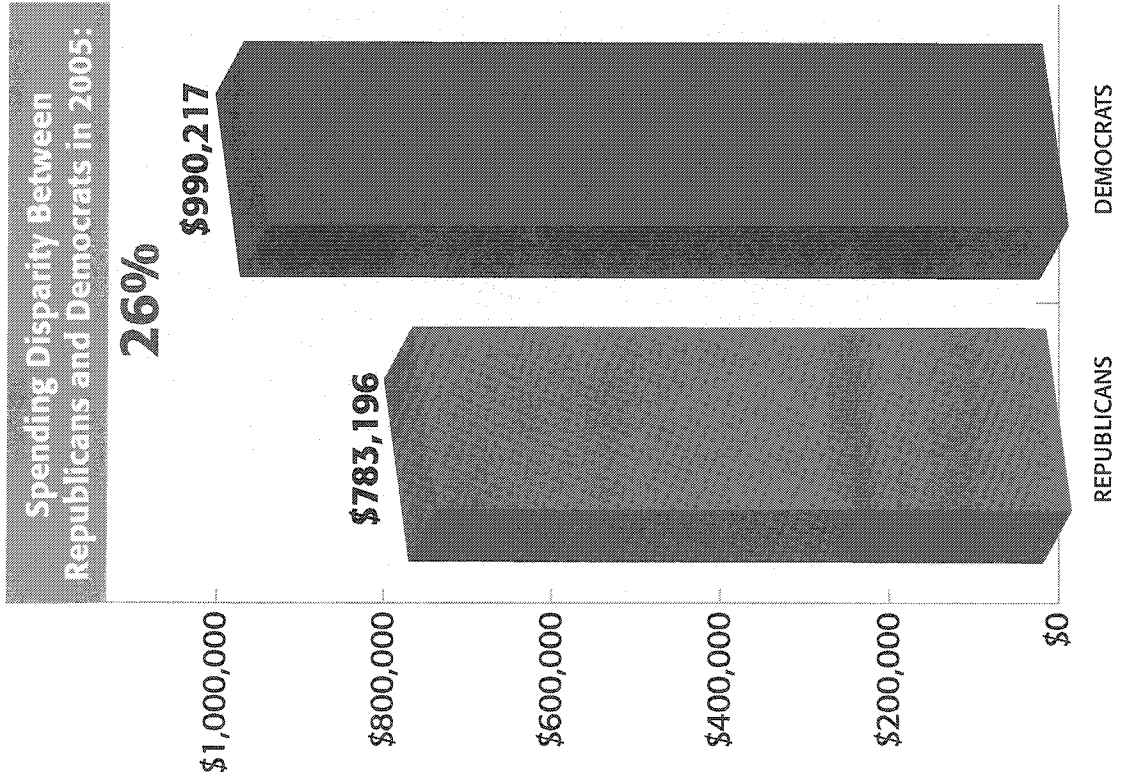
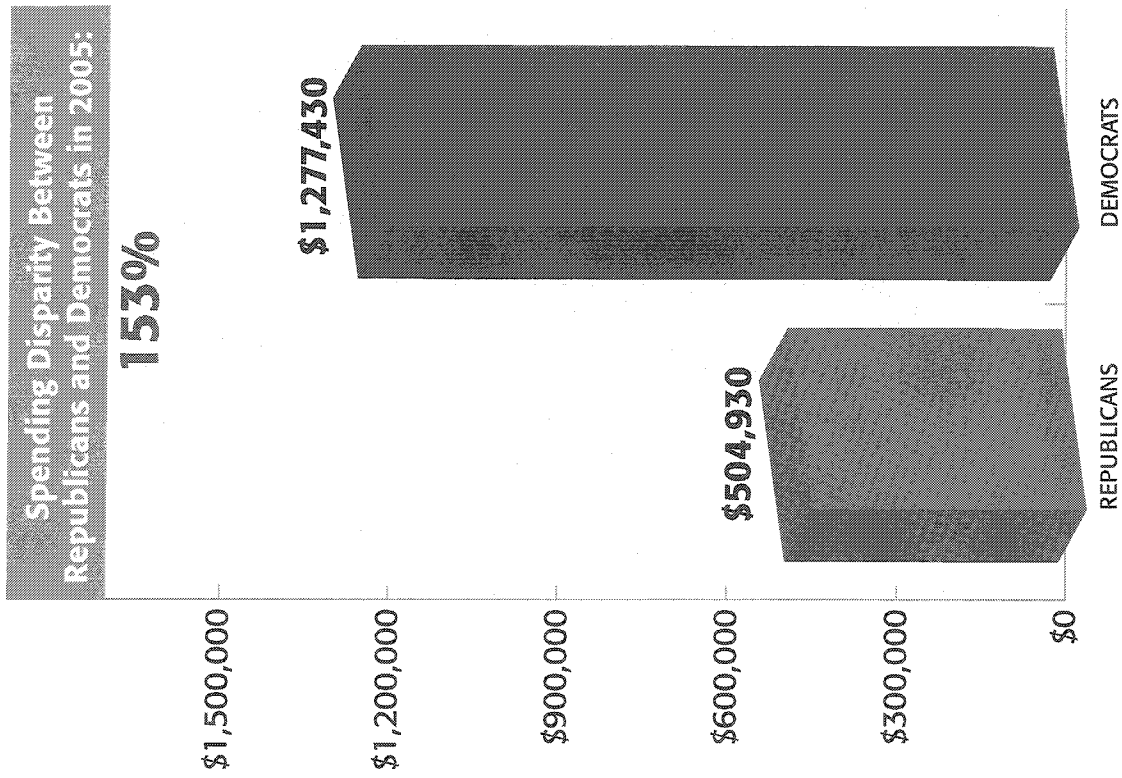
The 12<sup>th</sup> District has a much larger disparity of spending than the 14<sup>th</sup> District.

The Asbury Park Press is the lead newspaper in the District.

# Percent Spending Disparity Between the 12th and 14th Legislative Districts

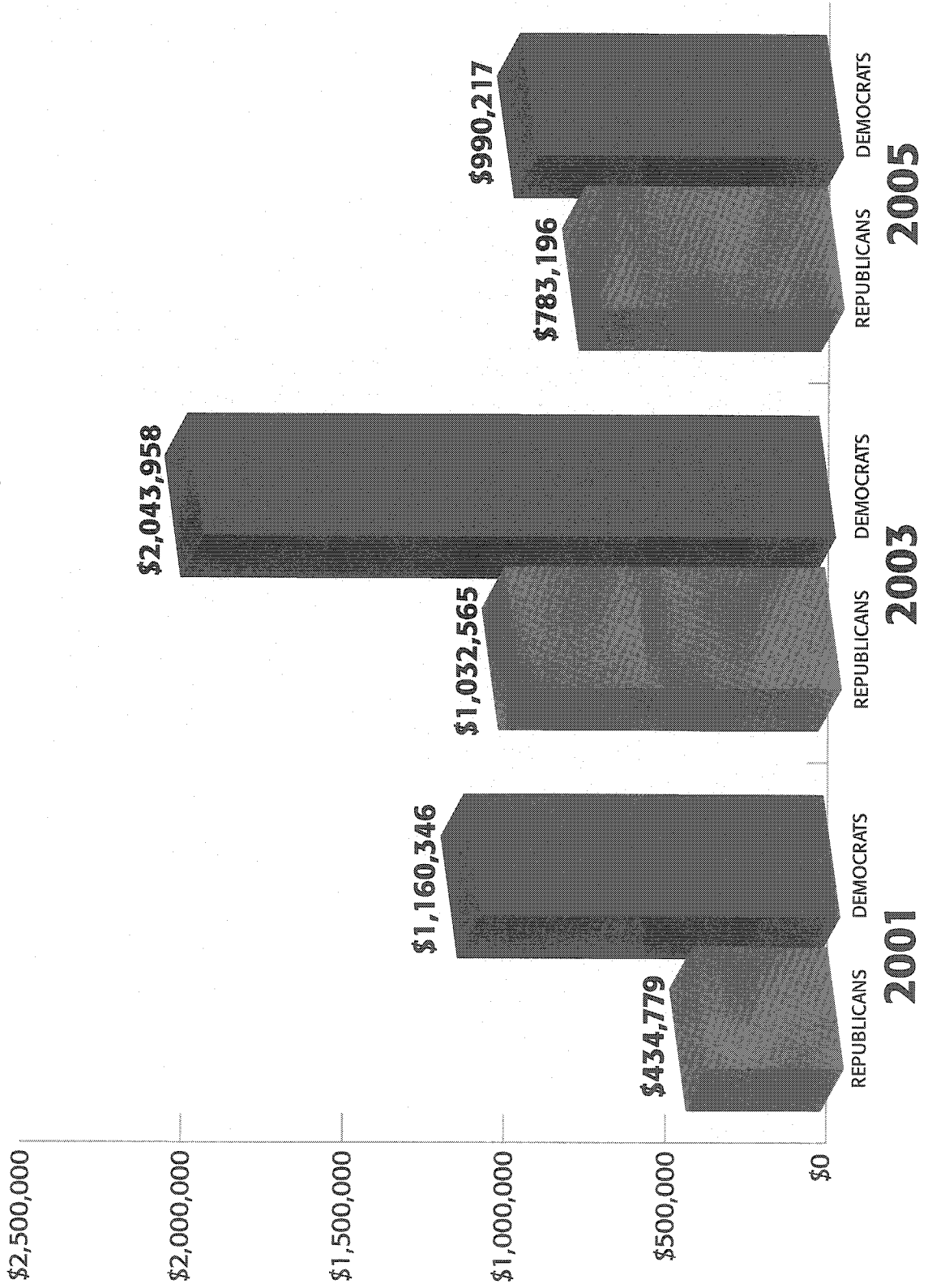


# 2005 Campaign Spending Comparison



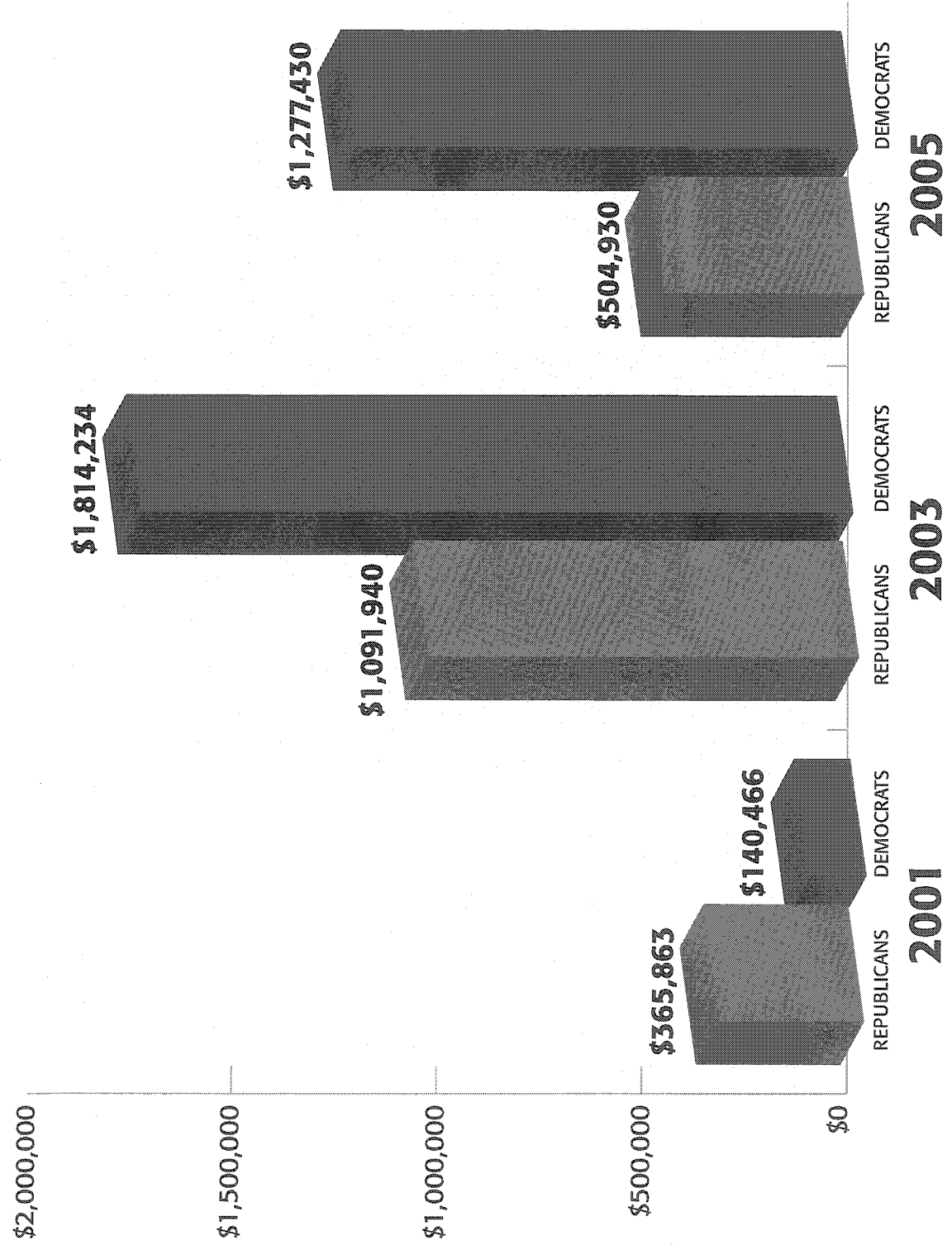
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# Campaign Spending In the 14th Legislative District (General Election)



10x

# Campaign Spending in the 12th Legislative District (General Election)



11x

April 13, 2007

Dear Speaker Roberts:

In 2005, the Legislature embarked on a much-needed reform by establishing the Clean Elections Pilot program to publicly fund legislative elections. We are encouraged that this program will be continued for the 2007 Legislative races and, more importantly, that it has been expanded to include a publicly-funded program in a "competitive" district. This addition represents a major step forward in eliminating the influence of money on political campaigns, and works to the advantage of both candidates and residents.

For candidates in competitive districts, an enormous amount of time and energy is spent raising campaign funds. These efforts detract from a candidate's ability to focus on the meaningful issues affecting our community. More importantly, public financing goes a long way toward restoring the public's confidence in our government, by ensuring that elected officials are beholden only to his/her fellow citizens and not to campaign contributors.

As you know, Mike requested that the 12<sup>th</sup> Legislative District be chosen as a Clean Elections participant prior to the 2005 campaign, but ultimately the 13<sup>th</sup> District in Monmouth County was chosen.

As we stated in our initial meetings this year, we continue to believe that the 12<sup>th</sup> Legislative District is the best choice for Clean Elections. In what is expected to be one of the most competitive races this Fall, selecting this district would allow our campaign to focus on our longstanding ethics reform efforts, property taxes and other issues of importance to our neighbors. The alternative is another election cycle where considerable time is spent raising money.

We also believe that the designation of the 12<sup>th</sup> District would lead to more accurate reporting of all contributions, which was a significant issue in 2005 as Mike's opponents raised considerable funds through outside organizations which went completely unreported. A repeat of this would be completely unacceptable and defeat the purpose of our election reporting laws.

We understand that members of both parties in the 14<sup>th</sup> District have requested participation in the Clean Election program as well. We also recognize that the 14<sup>th</sup> District is also a "split" district with two open seats, and that its incumbents authored the Clean Election program.

However, we continue to believe that the 12<sup>th</sup> is a potentially more competitive district, and increased competition inevitably is followed by increased spending.

14x

For these reasons, we respectfully request that you reverse your recommendation that the 14<sup>th</sup> District be chosen as a Clean Elections district, and to urge the Committee meeting this Monday to choose the 12<sup>th</sup> District. We believe that the 12<sup>th</sup>'s participation in the Clean Election program will do far more to expedite the expansion of this program in the future to other districts, and to include primary elections. If it can be done in the 12<sup>th</sup>, it can be done anywhere in New Jersey.

Although Mike will be traveling on Monday, we will be in contact with each of the committee members prior to their hearing, and will be providing written testimony as well.

Thank you in advance for your consideration and cooperation.

Sincerely,

Assemblyman Mike Panter & Amy Mallet  
12<sup>th</sup> District Democratic candidates for Assembly

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**Assemblyman Mike Panter- Written Testimony for Clean Elections hearing, April 15, 2007**

“While I regret that I am unable to be present today, I wish to add my name in support of designating the 12th Legislative District for participation in 2007's Clean Elections Pilot program.

“During the 2005 election cycle, our state embarked on a much-needed path to campaign finance reform by establishing the Clean Elections Pilot program of publicly funded legislative elections. The recently enacted reforms to the program – and especially the expansion in 2007 to include a competitive “split” district – represent a major step forward in eliminating the influence of money on political campaigns, and works to the advantage of both candidates and voters.

“For candidates in competitive districts, an enormous amount of time and energy is spent raising campaign funds. These efforts detract from a candidate's ability to focus on the meaningful issues affecting our community. More importantly, public financing is essential to restoring public confidence in state government by ensuring that elected officials are beholden only to citizens – not to campaign contributors.

“In 2005, I had requested that the 12th Legislative District be chosen as a Clean Elections participant for the 2005 campaign, but ultimately the 13th District in Monmouth County was chosen.

“Once again, my running mate, Amy Mallet, and I would like to request that the 12th Legislative District be allowed to participate.

“The 12th Legislative District is the best choice for Clean Elections for the indisputable fact that it is expected to be home to one of the year's most competitive races this fall, at both the Assembly and Senate levels. Selecting the district would allow both Democratic and Republican campaigns to focus on issues of importance to our neighbors, instead of using considerable time and energy to raise money.

“I understand and respect that members of both parties in the 14th District have requested participation in the Clean Election program as well. I also recognize that the 14th District is also a “split” district with two open seats, and that its incumbents authored the Clean Election program.

“However, I continue to believe that the 12th is a potentially more competitive district, and increased competition inevitably is followed by increased spending.

“I believe that our participation in the Clean Election program will do far more to expedite the expansion of this program in the future to other districts, and to include primary elections.

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“If Clean Elections can succeed in as contentious a political atmosphere as is found in the 12th District, it can be done anywhere in New Jersey.

“I thank you for your consideration and cooperation.”



***The power to make it better.™***

DATE: Monday, April 16, 2007

TO: **Special Legislative District Selection Committee**  
Governor James J. Florio  
Thomas Byrne  
Steven Lenox  
Fmr. Senator William Schluter  
Fmr. Assemblywoman Carol Murphy

RE: **Selection of a legislative district to participate in the 2007 clean elections program**

AARP has supported the clean elections process and as such seeks to ensure the best possible environment for the success of the program.

The Special Legislative District Selection Committee should designate a State legislative district as part of the 2007 Fair and Clean Elections Pilot Project which will ensure free, open and active participation the public.

Based on a review of the first pilot project and the current legislation, as well as the political environments in the 12th and 14th legislative districts, AARP recommends your serious consideration of designating the 14th legislative district for participation in the program.

From our perspective, the key advantages of selecting the 14th District are as follows:

Assemblyman Bill Baroni, candidate for State Senate, and Assemblywoman Linda Greenstein, candidate for re-election to the Assembly, both served on the Clean Elections Commission, were both named to the Assembly bipartisan Clean Elections working group, and were both prime sponsors of the legislation creating the 2007 program. It is only proper that they should be given the opportunity to be active participants in continuing to move the program forward.

The 14th has both an open Assembly seat and an open Senate seat this cycle. It is important to note that this will be the first year the program will apply to Senate elections. The 14th District will provide a more accurate demonstration of how the program will work in both Houses of the Legislature, and show how Clean Elections can work without a built-in incumbency advantage.

A common complaint about the 2005 program was that it was not publicized enough, and that residents of the two demonstration districts had little awareness that Clean Elections were taking place there. Residents of the 14th District are covered by two media markets, with roughly half the district in the Philadelphia area market, and the other half considered a part of the New York market. Clean Elections candidates in the 14th District will have a unique opportunity to attract

attention from a wide variety of newspapers, radio stations, and television outlets on a much larger scale.

This will also be the first time that Clean Elections will be tried in a truly competitive "split" district. The 14th District, which has been a "split" district since 2000, has a longer history of mixed party representation than the 12th District, which only became a split in the most recent election cycle. Traditionally, the vote totals in the 14th District have also been much closer every cycle. As a result, this district is historically the most expensive district to run a campaign in.

AARP is committed continuing our long-term effort to support clean election. During the election cycle, our volunteers and staff will establish public forums for candidates to address major public policy issues in positive, non-confrontational and constructive ways to help the public make their voting decisions based on the issues and candidates positions. At AARP, we believe that the clean elections process is the best way to serve the public interest and that the pilot would best be accomplished in state legislative district 14. With some 15,000 AARP members and thousands of AARP member-activists in the district, we feel confident that AARP can be a constructive, non-partisan partner in ensuring the success of this clean elections pilot project.

Thank you for your serious consideration of this recommendation.



Sy Larson  
State President



Marilyn Askin  
Chief Legislative Advocate

Douglas Johnston  
Governmental Affairs Manager

AARP is a nonprofit, nonpartisan membership organization that helps people 50+ have independence, choice and control in ways that are beneficial and affordable to them and society as a whole. We produce *AARP The Magazine*, published bimonthly; *AARP Bulletin*, our monthly newspaper; *AARP Segunda Juventud*, our bimonthly magazine in Spanish and English; *NRTA Live & Learn*, our quarterly newsletter for 50+ educators; and our website, [AARP.org](http://AARP.org). AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. We have staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands.

April 16, 2007

Dear Governor Florio and Members of the Clean Elections District Selection Panel,

Today you will be asked to designate one of New Jersey's several "split" legislative districts for participation in this year's Clean Elections pilot program. As the Republican chairmen for the municipalities which comprise the 14th Legislative District, we wish to register our support for the selection of our district and urge you to bring Clean Elections to Mercer and Middlesex counties.

For the better part of the last decade, the 14th Legislative district has been witness to some of our state's most competitive election campaigns. These races, while hard fought, have rarely included the partisan animosity that can be seen in other areas of our state. Voters in the 14th District want campaigns of substance and we have worked hard to deliver. To us, Clean Elections would provide an invaluable opportunity to build on our history of issues-oriented campaigns that reaches to the grassroots.

Further, we believe that the economic, racial, ethnic, and religious diversity of our seven municipalities more than meets the requirements that the participating district be reflective of our state.

We welcome the prospect of working with this year's legislative candidates -- and our Democratic counterparts -- to ensure that the qualification standards and ideals of the Clean Elections law are met.

Again, we urge your selection of the 14th Legislative District for inclusion in the 2007 Clean Elections pilot program.

Sincerely,

**Win Cody**

Chair, Cranbury Republican Committee

**Tracy Higgins**

Chair, Hamilton Republican Committee

**Gregory Newton**

Chair, Jamesburg Republican Committee

**Sidna Mitchell**

Chair, Monroe Township Republican Committee

**Kip Luther**

Chair, Plainsboro Republican Committee

**Roger Craig**

Chair, South Brunswick Republican Committee

**Lois Morgan**

Chair, West Windsor Republican Committee

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# Monroe Township Democratic Organization

Monday, April 16, 2007

Dear Governor Florio and Members of the Clean Elections District Selection Panel,

This year will mark New Jersey's second test with publicly financed Clean Elections for legislative races. As the Mayor of Monroe Township-- which is in the 14th Legislative District -- I would like to add my voice to those in support of selecting this district for participation.

Over the past several years, the residents of Monroe Township have seen very competitive and expensive legislative election campaigns. To their benefit, these races have focused on the issues important to voters and have been free of the highly charged partisan rhetoric that pervades many other races. Even while living in one of the most-watched legislative districts in the state, Monroe's voters have historically put issues over politics and demanded that their State lawmakers remember that they are in the Legislature to represent them, not special interests with deep pockets. Clean Elections will only help reinforce our preference for issue-oriented, grassroots campaigns.

I urge the panel to select the 14th Legislative District for inclusion in the 2007 Clean Elections pilot program.

Sincerely,



Mayor Richard Pucci  
Monroe Township Democratic Chairman

**ADDITIONAL APPENDIX MATERIAL**  
**SUBMITTED TO THE**  
**SPECIAL LEGISLATIVE DISTRICT SELECTION COMMITTEE**  
**for the**  
**APRIL 16, 2007 MEETING**

**Submitted by** Declan O'Scanlon, Councilman, Little Silver, NJ; and Assembly Candidate, District 12.  
Editorial, "Keep it clean in the 12th," *Asbury Park Press*, April 9, 2007.