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DEMOCRATIC PARTY OF THE SAN FERNANDO VALLEY

May 10, 2021

RE: DPSFV Supports Senate Bill 90 [Ballot DISCLOSE Act]

Representatives of the Honorable San Fernando Valley Delegation:

On behalf of the Democratic Party of the San Fernando Valley (DPSFV), we are pleased to report that our Executive Board voted to support SB 90, which will add to the end of each ballot label the word "Supporters:" followed by at most 125 characters listing the ballot argument signers selected by the proponents, and "Opponents:" followed by at most 125 characters listing the ballot argument signers selected by the opponents.

We urge you to please support this important piece of legislation.

DPSFV was founded in 1978 and is chartered by the Los Angeles County Democratic Central Committee. Our organization is the coordinating body for a coalition of twenty-one Democratic Clubs located in the six Assembly Districts (38, 39, 43, 45, 46, and 50) which are wholly or partially in the San Fernando Valley.

The DPSFV Political Action Committee met last month to discuss SB 90 and voted to recommend that the DPSFV Executive Board support this vital piece of legislation. The committee noted that wealthy special interests have a huge unfair advantage on ballot measures that control so much of our government and lives, by spending tens or even hundreds of millions of dollars on deceptive ads that often mislead voters about who really supports or opposes the measures they're pushing or trying to kill. Non-profit organizations that Californians trust usually don't have nearly as much funding to let voters know the truth.

This is a major problem for California. Seventy-nine percent (79%) of likely California voters said it was important to them to know who supports and opposes ballot measures when they vote, but only 21% said they were very confident that they do.

SB 90 will solve this problem by adding a short list of supporters and opponents of each state ballot measure to its ballot label on the actual ballot — drawing the names from signers of arguments for and against the measure in the voter information guide — and making this important information truly accessible to all voters. Local ballot measures will also show supporters and opponents for any county that decides to include them.

We urge you to support SB 90.

Please note that DPSFV will be tracking this bill as it travels through the Legislature. Your voting record will be noted and may be considered should you ever seek our endorsement. Your office is always welcome to contact DPSFV if you have any questions.

Sincerely and respectfully,



Chair Sean M. Rivas
Democratic Party of the San Fernando Valley

cc: Assembly Members Rivas, Friedman, Gabriel, Nazarian, and Bloom
Senators Hertzberg, Portantino, Stern and Allen

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