



REVEALING MONEY'S INFLUENCE ON POLITICS

September 20, 2017

The Hon. Jodi Remke, Chair
Hon. Members
California Fair Political Practices Commission
1102 Q Street, Suite 3000 Sacramento, CA 95811
CommAsst@fppc.ca.gov

Re: Request for the FPPC to Support AB 249 (Mullin)

Dear Chair Remke and Commissioners:

MapLight is a nonpartisan organization dedicated to transparency for money's influence on politics. We are writing to urge the Fair Political Practices Commission to support bill AB 249.

During the 2016 election cycle, MapLight reported that ballot measure spending surpassed \$445 million, the most money spent on California ballot measures in a single election cycle since online data first became available sixteen years ago.

With more than \$400 million dollars spent to influence voters on ballot measures alone, California's current disclosure laws are insufficient to provide Californians with vital information about who is spending to influence their votes. AB 249 marks an important achievement to provide common sense transparency on the true funders of ballot measure campaigns and independent expenditure ads for and against candidates. This bill will help voters make more informed decisions in the voting booth. By providing more transparency, the bill will also increase confidence in our democracy.

While the FPPC staff analysis contends AB 249 contains "little commensurate benefit," MapLight's empirical research indicates that on-ad disclosure of campaign funders - as included in AB 249 - provides voters with information that helps them more effectively evaluate political messages and assess ads' credibility. We believe AB 249 represents significant improvements over current law and will vastly improve political transparency in California. Please support this important bill to help the voters of California.

Sincerely,

A handwritten signature in blue ink that reads "Daniel G. Newman".

Daniel G. Newman
President & Co-Founder
MapLight