



SB 90 (Stern) & AB 1416 (Santiago), the *Ballot DISCLOSE Act* FAQ

What will SB 90 & AB 1416 do?

SB 90 & AB 1416 add to each state measure on the ballot a short list of who signed the official argument for/against it in the voter information guide (using a maximum of 15 words each). Currently the ballot lists for each measure a 75-word summary title, summary, and fiscal analysis written in legalese that often confuses voters.

Why are SB 90 & AB 1416 necessary?

Big Money special interests gain an unfair advantage by spending millions while deceiving voters about who supports or opposes state ballot measures. The true supporters and opponents are in the voter guide, but many voters can't or don't find them buried in the often 100+ pages of dense text. SB 90 & AB 1416 provides this information on the ballot itself so voters see it when it matters most.

Do voters really want and need this information?

A 2019 Clean Money poll found that 79% of likely voters say it's important to them to know who supports and opposes ballot measures when they vote. But only 42% of voters say they know they can find supporters and opponents in the voter guide and it's quick and easy. The rest said it wasn't quick and easy, that they didn't know where to find them in the voter guide, or that they didn't even know they could find them there. 75% of likely voters favor "adding to the ballot a short list of the supporters and opponents of each ballot proposition" — exactly what SB 90 & AB 1416 do.

ENDORSERS of Previous Version (SB 636). 11,000+ petition Signers

- California Clean Money Campaign (sponsor)
 - Bob Stern, principal co-author of the Political Reform Act of 1974
 - California League of Conservation Voters
 - Consumer Watchdog
 - Courage California
 - Endangered Habitats League
 - GMO Free California
 - Indivisible CA: StateStrong
 - Maplight
 - Money Out Voters In
 - New Progressive Alliance
 - People Demanding Action
 - RootsAction
 - Voices for Progress
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- California Democratic Party
 - Los Angeles County Democratic Party
 - Peninsula Democratic Coalition
 - San Mateo County Democratic Party
 - Santa Clara County Democratic Party

Will SB 90 & AB 1416 substantially increase the length of the ballot?

No. The California Association of Clerks and Election Officials (CACEO) raised concerns about potential costs of the 2019 version (SB 636), saying "this bill appears to add eight lines of additional text to the average ballot label – one for each argument signer's name and title, one line for the word 'Supporters' and one line for the word 'Opponents'". SB 90 & AB 1416 clarify that it simply appends a maximum of 32 words to each ballot label's 75-word entry. This would require at most one extra piece of paper for the entire ballot, and in many cases no extra paper will be needed. Here's an example of how it Prop 26 from the 2010 ballot would look under SB 90 & AB 1416:

<p>26</p> <p>REQUIRES THAT CERTAIN STATE AND LOCAL FEES BE APPROVED BY TWO-THIRDS VOTE. FEES INCLUDE THOSE THAT ADDRESS ADVERSE IMPACTS ON SOCIETY OR THE ENVIRONMENT CAUSED BY THE FEE-PAYER'S BUSINESS. INITIATIVE CONSTITUTIONAL AMENDMENT. Fiscal Impact: Depending on decisions by governing bodies and voters, decreased state and local government revenues and spending (up to billions of dollars annually). Increased transportation spending and state General Fund costs (\$1 billion annually)</p> <p>Supporters: California Taxpayers' Association, California Chamber of Commerce, Small Business Action Committee, Nisei Farmers League Opponents: League of Women Voters California, American Lung Association, Sierra Club California, California League Conservation Voters</p>	<p>132 YES <input type="radio"/></p> <p>133 NO <input type="radio"/></p>
	<p>Part added by SB 90</p>

For more information:
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