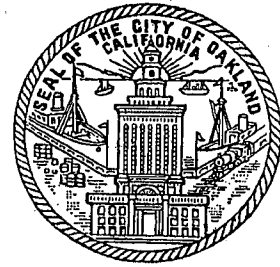


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OFFICE OF THE CITY CLERK  
OAKLAND

# CITY OF OAKLAND

## BILL ANALYSIS



2015 APR 10 AM 3: 53  
Date: April 9, 2015

Bill Number: AB 700

Bill Authors: Assemblymembers Jimmy Gomez & Marc Levine

### DEPARTMENT INFORMATION

Contact: Oliver Luby  
Department: Office of Dan Kalb, Councilmember, District 1  
Telephone: 510-238-7013 Fax: 510-238-6910 email: oluby@oaklandnet.com

RECOMMENDED POSITION: Support

**Summary of the Bill:** In the age of *Citizens United*, voters want more useful information about who is funding political ads directed at them. Assembly Bill 700, the newest version of the California Disclose Act, would require radio, telephone, tv, and video ads regarding ballot measures to identify on each ad the top two highest original source contributors of \$50,000 or more to the committee paying for the ad.

**Positive Factors for Oakland:** This bill would benefits Oakland voters by providing enhanced public disclosure and election finance transparency regarding both local and state ballot measures.

**Negative Factors for Oakland:** None.

### PLEASE RATE THE EFFECT OF THIS MEASURE ON THE CITY OF OAKLAND:

- Critical (top priority for City lobbyist, city position required ASAP)
- Very Important (priority for City lobbyist, city position necessary)
- Somewhat Important (City position desirable if time and resources are available)
- Minimal or  None (do not review with City Council, position not required)

Support:  
California Clean Money Campaign

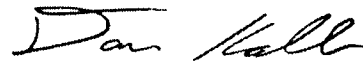
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15 APR -9 AM 3:46

Item: 7  
Rules & Legislation Comte.  
April 16, 2015

**Opposition:**

None known

Respectfully Submitted,



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Councilmember Dan Kalb

15 APR -9 PM 3:49 OAKLAND CITY COUNCIL

Resolution No. \_\_\_\_\_ C.M.S.

INTRODUCED BY COUNCIL MEMBER KALB

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**RESOLUTION IN SUPPORT OF STATE ASSEMBLY BILL (AB) 700 (GOMEZ & LEVINE), THE CALIFORNIA DISCLOSE ACT, THAT WOULD REQUIRE RADIO, TELEPHONE, TV, AND VIDEO ADS REGARDING BALLOT MEASURES TO STATE THE TOP CONTRIBUTORS TO THE COMMITTEE PAYING FOR THE AD**

**WHEREAS**, Misleading political advertising by big-money interests hiding behind good-sounding committee names and other organizations can sometimes deceive voters into supporting or opposing some ballot measures and voters would like to receive more useful disclosure about the true funders of the ads; and

**WHEREAS**, Disclosing the largest true funders of political ads on the ads themselves would help voters make better-informed decisions; and

**WHEREAS**, While existing state law requires any ballot measure ad to disclose the top two donors of \$50,000 or more and requires the names of ballot measure committees to include some information regarding economic or other special interests providing major support for the committee, transfers between committees and persons can be used to evade the purpose of the disclosure and hide the original source of the major funding; and

**WHEREAS**, in July of 2013, the Oakland City Council unanimously endorsed support for SB 52 (Leno & Hill), a prior version of the California Disclose Act, to provide disclosure of top contributors to the committee paying for campaign ads regarding ballot measures but the bill was ultimately not adopted by the California legislature in 2014, similar to other versions of the California Disclose Act, AB 1148 (Brownley) and AB 1648 (Brownley); and

**WHEREAS**, the ongoing efforts by many groups and individuals to pass a California Disclose Act dovetails with the national campaign to pass a Federal Disclose Act, in the wake of the flood-gate-opening *Citizens United* Supreme Court decision and heightened national concern regarding obfuscated financed of election campaigns; and

**WHEREAS**, Assembly Bill 700, introduced by Assemblymembers Jimmy Gomez and Marc Levine on February 25, 2015, would require radio, telephone, tv, and video ads regarding ballot measures to identify on each ad the top two highest original source contributors of \$50,000 or more to the committee paying for the ad and thereby provide enhanced public disclosure and election finance transparency; and

**WHEREAS**, Assembly Bill 700 is supported by the California Clean Money Campaign and will likely see growing mass popular support, as SB 52 was endorsed by scores of organizations and governments; now, therefore be it

**RESOLVED:** That the Oakland City Council hereby endorses Assembly Bill (AB) 700.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES -           BROOKS, CAMPBELL-WASHINGTON, GALLO, GUILLEN, KALB, KAPLAN, REID, AND  
                  PRESIDENT GIBSON MCELHANEY

NOES -

ABSENT --

ABSTENTION -

ATTEST: \_\_\_\_\_  
                  LATONDA SIMMONS  
                  City Clerk and Clerk of the Council of the City  
                  of Oakland, California