

## SENATE THIRD READING

SB 447 (Atkins)

As Amended September 7, 2023

Majority vote

**SUMMARY**

This bill lifts California's travel ban to states with anti-LGBTQ+ laws and establishes at the Governor's Office of Business and Economic Development (GO-Biz) the Building and Reinforcing Inclusive, Diverse, Gender-Supportive Equity Project (BRIDGE Project) to promote social equity, civil rights, and antidiscrimination through education, marketing, and advertising campaigns. The bill allows media campaigns on a national scale and allows campaigns to target states with anti-LGBTQ+ laws.

**Major Provisions**

Adds an urgency clause necessary for the immediate preservation of the public peace, health, or safety within the meaning of Article IV of the California Constitution and shall go into immediate effect. The facts constituting the necessity are: To protect civil rights and prevent discrimination, it is necessary that this act go into effect immediately.

- 1) Establishes the BRIDGE Project BRIDGE Project to raise public awareness and promote civil rights and antidiscrimination through education, advertising, and marketing activities.
- 2) Authorizes GO-Biz to contract with a private, nonprofit agency that is the leading producer of public service advertisements and is able to use the services of volunteer advertising agencies and donated media to conduct the marketing activities required by this article.
- 3) Establishes requirements for the media campaigns established under the BRIDGE Project, including that they are designed to educate the public and promote antidiscrimination, issues LGBTQ+ communities face, civil rights, acceptance and inclusion of all people regardless of race, religion, gender, sexual orientation, age, and ability.

**COMMENTS**

This bill eliminates the current travel ban and creates a new program to create campaigns and other outreach designed to educate the public and promote antidiscrimination, issues LGBTQ+ communities face, civil rights, acceptance and inclusion of all people.

**According to the Author**

According to the author, "SB 447 would replace the travel prohibitions established by AB 1887 (Low, Ch. 2016) with the Building and Reinforcing Inclusive, Diverse, Gender-Supportive Equity Project (BRIDGE Project), a new program that would engage in out-of-state marketing campaigns designed to raise awareness and educate the public on issues relating to social equity, civil rights, and anti-discrimination.

The BRIDGE Project would develop marketing campaigns designed to raise awareness and educate the public on critically important social issues. The intent of BRIDGE Project campaigns is to target audiences in states that have established discriminatory laws with compelling messaging regarding ant-discrimination, issues LGBTQ+ communities face, civil rights, and

acceptance and inclusion of all people regardless of race, religion, gender, sexual orientation, age and ability.

BRIDGE Project campaigns would be prohibited from promoting a political purpose or featuring any elected public official or candidate for elected office, or directly represent the views of any elected public official or candidate for elected office."

### **Arguments in Support**

Those in support argue, this bill will raise public awareness and promote civil rights and antidiscrimination through education, advertising, and marketing activities. Additionally, those in support argue, rescinding the travel restrictions and focusing on development of a robust civil rights and antidiscrimination campaign will ensure California's values and priorities for protecting and serving the most marginalized and underrepresented in our communities and are heard in those states.

### **Arguments in Opposition**

Those in opposition argue this bill is funding advertising and media specifically aimed at unduly influencing other state's laws. The opposition also claims the state will spend a minimum of \$583,000 to push an agenda that results in physical and mental harms to children and vulnerable adults.

## **FISCAL COMMENTS**

According to the Assembly Appropriations Committee:

- 1) Ongoing General Fund costs of about \$583,000 annually for four staff at GO-Biz to oversee the BRIDGE Project fund.
- 2) Ongoing General Fund costs, likely in the millions of dollars, to provide funding for the BRIDGE Projects' education, marketing, and advertising campaigns. State costs could be offset by donations.

AB 102 (Ting), Chapter 38, Statutes of 2023, includes \$5 million for GO-Biz to contract with a nonprofit agency to conduct outreach efforts, including a media campaign, pursuant to legislation enacted in 2023.

## **VOTES**

### **SENATE FLOOR: 31-8-1**

**YES:** Allen, Alvarado-Gil, Archuleta, Ashby, Atkins, Becker, Blakespear, Bradford, Caballero, Cortese, Dodd, Durazo, Eggman, Glazer, Gonzalez, Hurtado, Laird, McGuire, Menjivar, Min, Newman, Padilla, Portantino, Roth, Rubio, Skinner, Smallwood-Cuevas, Stern, Umberg, Wahab, Wiener

**NO:** Dahle, Grove, Jones, Nguyen, Niello, Ochoa Bogh, Seyarto, Wilk

**ABS, ABST OR NV:** Limón

### **ASM JOBS, ECONOMIC DEVELOPMENT, AND THE ECONOMY: 6-1-0**

**YES:** Villapudua, Haney, Jackson, Petrie-Norris, Ramos, Wallis

**NO:** Hoover

**ASM APPROPRIATIONS: 11-4-1**

**YES:** Holden, Bryan, Calderon, Wendy Carrillo, Mike Fong, Hart, Lowenthal, Papan, Pellerin, Weber, Wilson

**NO:** Megan Dahle, Dixon, Mathis, Sanchez

**ABS, ABST OR NV:** Soria

**UPDATED**

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