



March 3, 2021

Senator Bill Dodd, Chair
Senate Committee on Governmental Organization
1020 N Street, Room 584
Sacramento, CA 95814

**Re: SB 386 (Umberg. Tied-house restrictions: advertising: mixed-use district.
-- OPPOSE**

Dear Chairman Dodd,

Alcohol Justice respectfully OPPOSES SB 386 because it extends an existing degradation of Tied-house restrictions on advertising at a specific 18,000 seat arena in Orange County to the entire mixed-use 90-acre neighborhood surrounding the arena.

If passed, SB 314 will expose an unknown number of people, including underage youth, who live, work and shop in this community to alcohol branding and advertisements that many would find objectionable. It is well-known that the more alcohol ads seen by young people, the sooner they begin to drink and the greater their chances of developing a substance use disorder. It's bad enough that state government methodically buckles to alcohol industry influence by relaxing prohibitions against harmful producer-provided alcohol ads inside arenas and other large venues throughout the state. Expanding that policy to a surrounding neighborhood is a serious step in the wrong direction. Passing this bill will set a dangerous new precedent that threatens the health and safety of too many more community members.

According to the Center for Disease Control (CDC), California already suffers more annual alcohol-related harm than any other state: over 10,500 alcohol-related deaths, \$35 billion in total costs, \$14.5 billion in state costs. We respectfully ask that you stop this dangerous bill in your committee to prevent additional public health and safety harm especially to young people.

Kind regards,

A handwritten signature in blue ink that reads "Bruce Lee Livingston".

Bruce Lee Livingston
Executive Director / CEO

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