

From: Richard Bloom

Sent: 4/5/2011 8:22:06 AM

To: Warren Mitchell (wmitchell@cleanenergyfuels.com); Jody London (jody\_london\_consulting@earthlink.net); Bottorff, Thomas E (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=TEB3); Craig Perkins (cperkins@energycoalition.org); Dan Skopec (dskopec@semprautilities.com); Hal Snyder (hsnyder@semprautilities.com); Tim O'Donnell (timo@ci.brea.ca.us); Brian Fisk (bfisk@ci.irvine.ca.us); Susan Munves (susan.munves@smgov.net); Alex Kim (AKim@semprautilities.com); Cherry, Brian K (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=BKC7); Allison Hart (ahart@energycoalition.org); John Wohlmuth (jwohlmuth@ci.palm-desert.ca.us); Jim Ferguson (jim@govlaw.com); Don Schweitzer (dschweitzer@prodigy.net); Howard Choy (HChoy@isd.lacounty.gov); Gwen Gross (ggross@iusd.org); Michael Hoover (Michael.Hoover@sce.com); Denise Tyrrell (denise.tyrrell@cpuc.ca.gov); Bob Johnson (bob.johnson@cityoftemecula.org); Michael Parham (mparham@sheridancap.com); Carol A. Brown (carol.brown@cpuc.ca.gov); Robbie Black (robbieblack@earthlink.net); Mike Peevey (mpl@cpuc.ca.gov); Lee Schavrien (lschavrien@semprautilities.com); Bruce Foster (bruce.Foster@sce.com); Burt, Helen (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=HAB6); Olsen, Jenna (/O=PG&E/OU=Corporate/cn=Recipients/cn=JMOL); Cindy Finerty (cfinerty22@aol.com); Gene Rodrigues (Gene.Rodrigues@sce.com)

Cc:

Bcc:

Subject: California State Assembly 2012

Hello friends and fellow Aspen Accorders,  
It was great to see most of you at last week's meeting.

I want to take a moment to thank each of you for considering my candidacy for the California State Assembly in 2012. You may rest assured that the valuable time we have spent together over the years will make a difference when I become a state legislator, just as it has in the dozen years that I have spent on the Santa Monica City Council and, more recently, as a Coastal Commissioner, Chair of the Santa Monica Bay Restoration Commission and Vice-Chair of the Westside Cities Council of Governments.

Many have called me crazy for taking this step. But, I am absolutely certain in my direction. I am running for State Assembly so that I can pour my energy into pragmatic solutions to the State's many issues, including those that we have worked on together at the Aspen Accord. I will use my skill at building bridges in a town that has become toxic with polarization so that California can regain its place as one of the world's top economies, one that provides good jobs and leads the way on education and restoring our precious environment.

My campaign is well underway, even though the primary is 15 months from now. I have a fundraising goal of \$1,000,000. I didn't just pull this number out of the air. It is approximately the average amount spent by the major candidates in the race for my seat four years ago. In

fact, one candidate spent \$1.2 million in a *losing* effort. Fundraising is not a skill that comes naturally to me, but I'm improving!

Here's is the important information you need to know:

1. The maximum contribution limit *per individual (or corporate entity)* is \$7,800. That is \$3,900 each for the primary and general, but one can contribute the full amount at any time.
2. The first reporting period ends on June 30, 2011. It is **critical** that I have a substantial amount of money to report in order to gain credibility and traction as a candidate.

Therefore, I am asking that each of you consider contributing as much as possible and as closely as possible to the maximum. It goes without saying that every dollar will be appreciated, no matter the amount.

We share policy goals on the issue of energy efficiency and alternatives. But, we are also friends. I am grateful for that and for any help you can provide for my campaign.

With warmest regards,

Richard

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**Mayor Richard Bloom**  
Richard Bloom for Assembly 2012  
mobile: 310-968-1108

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[Follow me on Twitter: @richardbloom](#)