



CHILDREN AND YOUTH FUNDS IN CALIFORNIA: A SUMMARY

Community	Date	Type of Measure	Target Population	How Placed on Ballot	Outcome	Lessons Learned
San Francisco	11/91 11/2001 11/2014	Charter Amendment Set-aside of Property tax	Ages 0 – 18 Last reauthorization: 0 – 24 All services	Signatures Board of Supervisors Board of Supervisors	Won by 55% Won by 73% Won by 74%	Take the initiative. Circumvent City Hall w. strong grassroots campaign. Do lots of homework. Build momentum and credibility over time.
Oakland	11/1996 6/2009	Charter Amendment Set-aside of General Fund	Children and Youth All services	Signatures City Council	Won by 75% Won by 72%	Take the initiative. Circumvent City Hall w. strong grassroots campaign. Build momentum and credibility over time. Set-aside much more popular with public than with elected officials.
San Francisco	3/2004	Charter Amendment Set-aside of General Fund	Preschool Support services in schools	Board of Supervisors	Won by 71% Reauthorized by 74%	Electorate primed to support kids. Popular elected official as champion builds support.
Napa County	6/16	General Sales Tax	Ages 0 – 18 All services	Board of Supervisors	Lost w. 45%	Jail measure combined w. kids measure doesn't work. Non-profits held back. Focused outreach needed. Inadequate funding.

Sacramento	6/16	Special Marijuana tax (business tax)	Ages 0 – 24 All services	City Council	Lost w. 65.8%	Public confused about marijuana – premature issue. Strong support despite opposition from leading newspaper on basis of “ballot box budgeting.”
Marin County	11/16	Special Sales tax	Ages 0 – 18 All services	Board of Supervisors	Lost w. 63%	Taxpayer association has power. Needed more grassroots outreach. Came close as result of broad institutional support
Solano County	11/16	General sales tax and Advisory Measure	Ages 0 – 18 All services	Board of Supervisors	Tax lost w. 45% Advisory won by 59% Both measures won in Vallejo	Two measures are confusing. Electorate will vote for advisory measure, thinks that is sufficient – but not tax. Lacked adequate resources – came close given limited budget.
Richmond	6/18	Set-aside of General Fund, accompanying legislation requiring revenue	Ages 0 – 24 All services	Signatures Accompanying legislation put on by City Council	Won by 76% Won by 65%	Set-asides get political push-back but have strong public support. Lots of negotiations with community stakeholders necessary.
Alameda County	6/18	Special sales tax	Ages 0 – 5 childcare + some afterschool	Board of Supervisors	Lost by 65.3% (as of June 9 – not final)	Developed successful formula – model campaign: Lots of preparation. Community foundation funding. Strong policy leadership. Elected official as champion. Strong parent and union leadership.
San Francisco	6/18	Special gross receipts tax	Ages 0 – 5 Childcare	Signatures	Won by 50.3% (as of June 9 - results not final)	San Francisco is awesome. 😊 Children’s issues are institutionalized. Children and youth providers are a political force honed over time.