



## CHILDREN AND YOUTH FUNDS IN CALIFORNIA: A SUMMARY

Community	Date	Type of Measure	Target Population	How Placed on Ballot	Outcome	Some 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 71%	Take the initiative. Circumvent City Hall w. strong grassroots campaign. 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. Connection to education plays well w. public
Napa County	6/16	General Sales Tax	Ages 0 – 18 All services	Board of Supervisors	Lost w. 45%	Jail measure combined w. kids measure tough sell, but public safety/kids possible. Strong grassroots leadership. Non-profits held back. Inadequate campaign 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 measure. Strong support despite opposition from leading newspaper - “ballot box budgeting.” Bodes well for future.
Marin County	11/16	Special Sales tax	Ages 0 – 18 All services	Board of Supervisors	Lost w. 63%  Needed 2/3	Broad institutional support built strong campaign. Needed more grassroots outreach. Don't be surprised by “taxpayer” opposition.

<b>Solano County</b>	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. Knowledgeable, respected leader drove campaign. Lacked adequate campaign resources.
<b>Richmond</b>	6/18	Set-aside of General Fund, w. 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/compromises with politicians and labor necessary. Signature-gathering is tough. Youth engagement saved the day!
<b>Alameda County</b>	6/18	Special sales tax	Ages 0 – 5 childcare + some afterschool	Board of Supervisors	Lost by 66.2%  Needed 2/3	Developed strong formula: Lots of preparation. Community foundation funding. Strong policy leadership. Elected official as champion. Strong parent and union leadership.
<b>San Francisco</b>	6/18	Special gross receipts tax on commercial rental receipts over \$1M	Ages 0 – 5 Childcare	Signatures	Won by 50.9% Will face legal challenge about voter threshold.	San Francisco is awesome. 😊 Children’s issues are part of electorate’s expectations. Children and youth providers are a political force honed over time.
<b>Richmond</b>	11/18	Real Estate Transfer Tax on properties over \$1M, increasing up to \$10M	All children and youth – up to age 24	City Council	Won by 63.8%	Compromises with city officials and labor led to collective effort to support a tax to pay for the previously passed Richmond Fund for Children and Youth. Real Estate Transfer tax can be made progressive.
<b>Oakland</b>	11/18	Parcel Tax based on size of property, with multiple exceptions	Preschool Oakland Promise (high school and college scholarship)	Signatures	Received 61.8% Interpretation of results pending	Years of research documenting need. Leadership of Mayor, including fundraising by Mayor for campaign. Opposition by real estate industry. Controversy over priority needs in city.
<b>San Joaquin County</b>	11/18	Cannabis tax, with 50% going to children and youth services	All children and youth 0 - 18	Board of Supervisors	Lost by 63.5 Needed 2/3	Years of building coalition (San Joaquin Children’s Alliance). Board of Supervisors champion. Strong non-profit leadership. Public confusion/ambivalence re: marijuana
<b>Capitola</b>	11/18	TOT 2% increase .35% for kids	Youth and Early Childhood	City Council	Won w. 75.3%	Inspired by City of Santa Cruz measures. Carve-out requires negotiation