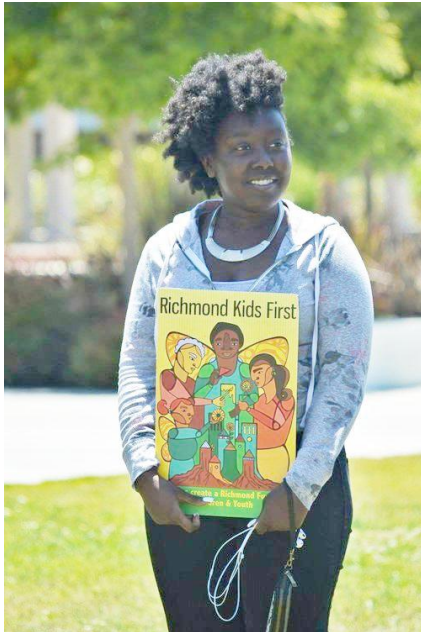




FUNDING THE NEXT GENERATION

NEWSLETTER

VICTORIES, PROGRESS AND LEARNING from 4 BALLOT MEASURES in NOV. 2018



Veronica Stevens from RYSE campaigns for Richmond Kids First.

If California were a democracy when it comes to raising revenue (like many other states) all four children's funding measures on the November 2018 ballot would have easily passed!

In fact, almost all of the 11 measures that have been on the ballot since 2016 would have won. That's the good news for our movement - we are in the

majority. The bad news is that California laws regarding revenue allow a minority to control our priorities - special tax revenue measures must pass by a 2/3 vote. Funding the Next Generation is hard at work trying to change that. (see sidebar story on a constitutional amendment.)

Meanwhile, here are the results of the November 2018 election for children's funding measures (percent voting "yes:")

THE BIG SUCCESS. Richmond Transfer Tax - 65% - This was the last of 3 measures, the one that assured that the previously passed Richmond Fund for Children and Youth would actually be funded! The final phase of a 5 year heroic journey.

San Joaquin Cannabis Tax - 63.5% - This measure was historic - it would have allocated HALF the revenue to children and youth. It needed a 2/3 vote to pass.

Oakland Parcel Tax - 62% - The Oakland City Council certified this result as passing, with the hope

KICKING OFF WORK ON DEDICATED FUNDING FOR CHILDREN AND YOUTH IN LOS ANGELES

The room was packed on Dec. 11 to discuss a dedicated funding stream for Los Angeles. A group of 65 representatives of diverse organizations (including all youth issues and ages) gathered to explore whether there was an interest in uniting around a common vision and funding for the future for young people in the city and county. The answer was an emphatic "Yes." The group discovered that they shared a "North Star" that included equity in funding, community-driven solutions, and a disinvestment in law enforcement. A billion dollars was mentioned as a goal. An ad-hoc planning committee is already developing next steps. Stay tuned.

Alberto Retana (below), President and CEO of the Community Coalition in LA,



inspired the group and set the tone for the meeting. "Can we win? Yes, but that's the wrong question - The right question is: What will it take? Are we ready to unite -- yes! But it doesn't matter unless we build a real coalition, an opportunity

for mass action. We need a more 'civically' engaged field. We need grandmothers (and youth) to say at the end that they were part of it. This is a unique political moment - Trump has helped create that.

of getting a favorable California Supreme Court decision down the road that would allow voter initiated revenue measures to pass by a majority vote, instead of a 2/3 vote. The money will be collected and put in escrow pending the court decision.

Capitola Hotel Tax - 75% - a portion of the tax increase was set-aside for children's services - a first in the state.

LESSONS FROM NOVEMBER MEASURES

✓ SEIZE AN OPPORTUNITY.

It is often not possible to anticipate exactly when a revenue opportunity will arise. Hence the importance of doing the groundwork and being ready. This happened in two campaigns: a cannabis tax that was timely in San Joaquin based on the needs of the cannabis industry and the county's revenue needs; and a hotel tax in Capitola which was already on its way to the ballot..

✓ PROCESS IS AS IMPORTANT AS OUTCOME.

The process of identifying community needs, educating the public, organizing and nurturing volunteers and supporters, building a constituency, and creating new policy solutions is very important. Even if a measure does not pass, the foundation built will create opportunities down the road. This was an underlying guiding principle of the Richmond campaigns, as well as the San Joaquin campaign.

Yes on B

"I wasn't a supporter of Prop 64 but as a mother of young kids, I am fully supportive of Measure B. This ensures illegal operations are removed, regulations are enforced, and funds are raised for child and youth prevention funds. Vote YES on Measure B!" *Christina Gilbert*

Paid for by Safe and Clean Neighborhoods for Kids | Yes on Measure B H99C 10/9 1402/807 | 4917 Quail Lakes Dr. Suite G #236 Stockton CA 95207

**Measure B is the RIGHT path forward
#payfortheimpact**

✓ NEUTRALIZE THE OPPOSITION EARLY

Negotiations are essential and mean anticipating the opposition. Sometimes it can be done before the fact (as in Capitola where potential opposing businesses received benefits from the hotel tax); sometimes it happens mid-way, as happened in Richmond with negotiations with SEIU, the Mayor and the City Council and a re-write of the measure protecting city employees. Much was anticipated in



Lian Cheun, ED of Khmer Girls in Action, and Kim McGill, Organizer with Youth Justice Coalition, described their work to re-prioritize resources. Lian is planning a ballot measure to generate resources for the Long Beach Youth Fund, which her agency successfully advocated for. Kim fights to move funds from law enforcement to youth development. She points out that only 5% of the county's law enforcement budget could put 1000 community workers on the streets to prevent violence, fund 50,000 jobs for young people in LA, and fund youth centers in every neighborhood.



Meeting sponsors: Rafael Gonzalez from First 5 LA; Margaret Brodtkin, Funding the Next Generation; MaryJo Ginty, LA County Office of Education, Expanded Learning; Julio Marcial, Liberty Hill Foundation; Alberto Maldonado, The California Endowment.

"IN PRAISE OF INDIRECT CONSEQUENCES"

In her essay with the above title, influential social activist and award-winning author **Rebecca Solnit** inspires us by recognizing: **"Actions often ripple far beyond their immediate objective, and remembering this is a reason to live by principle and act in the hope that what you do matters even when results are unlikely to be immediate or obvious."** This is true of our fledgling movement to bring greater equity

San Joaquin with the agriculture lobby, the Chamber of Commerce and powerful civic leaders - hence some support and limited opposition.

✓ **MAKE LABOR A PARTNER, IF POSSIBLE**

SEIU was a strong partner in Oakland due to its interest in organizing childcare workers. It became a strong partner in Richmond, but only after compromises were made to ensure there would be new revenue to pay for the new youth fund.

✓ **YOUTH AND PARENTS ARE POWERFUL**

Parents, through Parent Voices, were the most active volunteers in Oakland; and all 3 Richmond campaigns centered around the role of youth. In San Joaquin, the volunteer force included many parents.

✓ **HOMELESSNESS IS AN IMPORTANT ISSUE.**

If possible, it can be very helpful to make public the connection between funding children and youth issues and addressing the problem of homelessness, as in services for children and youth who are homeless or at risk of homelessness. Homelessness is an issue the public is highly motivated to solve.

✓ **THE INFORMED AND PASSIONATE INITIAL ORGANIZERS FOR THE MEASURE SHOULD STAY IN THE DRIVER'S SEAT.**

There is an inevitable tension between the advocates who have fought for years for young people, and the professional politicians who have skills needed to run a campaign. Hire campaign professionals who will respect and utilize the knowledge, organizing ability, and persuasive skills of the advocates.

✓ **CONSIDER THE UNIQUE CHARACTERISTICS OF THE CITY OR COUNTY.**

Capitola is a tourist town, so the idea of a hotel tax made total sense to garner revenue. Richmond has primarily low-end property, but pockets of "luxury" property - which will pay the increase in the real estate transfer tax.

✓ **COMMUNITY FOUNDATIONS CAN HELP.**

The East Bay Community Foundation created a pooled fund so that they and other foundations could legally donate to campaigns. This helped enormously with the campaign in Oakland, as well as the earlier campaign in Alameda.

✓ **IT TAKES TIME.**

Getting a dedicated fund to support opportunities for families and young people often takes longer than anticipated. Nowhere is this truer than in Richmond. The successful Richmond experience has led us to consider an incremental approach - using several ballot measures: first getting principles and structures in place, then getting the resources.

FUNDING THE NEXT GENERATION WILL BE STUDYING WAYS TO FOLLOW THE RICHMOND EXAMPLE IN A PRO-ACTIVE WAY.

Watch this space.

LEARNING COMMUNITY CONVENES IN

and justice to how communities allocate their resources. The campaigns for children and youth funding that were not "won" all brought transformative change, and all inspired individuals to become engaged and undertake subsequent actions toward our goals.

* In **Solano County**, following the amazing organizing for the 2016 Children's Fund led by Kim Thomas, a youth organizing initiative has evolved, inspired by the previous campaign. It's goal: build a county-wide youth-driven agenda, as a prelude to expanded resources. In Vallejo, the highest need city in the County, one youth organization is exploring a city-wide measure, as opposed to the previous county-wide measure - since the 2016 measure actually won in Vallejo..

* In **Sacramento**, following the painfully close election for a youth fund in June 2016 (65.8% voted yes), a second effort is emerging - organized by a youth agency, East Bay Asian Resource Center, and inspired by how close the previous election was. They are collecting signatures for their measure rather than relying on elected officials to place a measure on the ballot. It is a set-aside and will need only a majority vote.

* In **Napa County**, after a hiatus, the group that organized the Napa 2016 measure has re-emerged, expanded its membership, and is now on the path of demanding transparency in their local budget process, as well as the reallocation of resources from traditional expenditures to prevention.

It's never over - and each action plants seeds from which the next opportunity is born.

THE LATEST ON LEGAL AND REVENUE STRATEGIES

The big question: **Can revenue measures placed on the ballot through petition of the voters pass with only a majority vote?**

The answer: It's complicated. San Francisco was the only place in the state that pro-actively tried this (with its child care measure and teacher salary measure) and is being sued by businesses and taxpayer associations. The brilliant City Attorney's Office is busy vigorously defending the City's case. BUT, they say the case will probably take years to make its way to the California Supreme Court. So, our current advice was: Don't count on it for 2020. UNTIL, the Oakland City Council on December 11 certified the Oakland

SOUTHERN CALIFORNIA

On October 3, Funding the Next Generation convened its first Learning Community in Southern California - attended by 30 people representing organizations in **Los Angeles (City and County), Santa Ana, San Bernardino County, Ventura County, and Long Beach**. The diverse group included young people from LA's Youth Justice Coalition, representatives from 3 First 5's, youth organizations, funders, and statewide policy organizations (Children Now and the Children's Defense Fund).

We covered the basics about campaigns and revenue options for local children and youth funds. But the best part of the meeting was the shared stories from all the participants, and the extent to which young people were playing leadership roles. The group agreed to reconvene - and the next meeting is scheduled for January 8.

For more information, contact:

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E-mail to arrange a speaking engagement or a consultation about the potential of your city or county to create dedicated funding for children, youth and their families -- or just to share your thoughts and opinions.

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Funding the Next Generation is a project of SF State University, School of Public Affairs and Civic Engagement

Partner organizations include Children Now; California Childcare Resource and Referral Network; Center for Juvenile and Criminal Justice; 50+1 Strategies; FM3 Research; Partnership for Children and Youth; Partners in Prevention; Prevent Child Abuse California; Social Change Partners; The Forum for Youth Investment; First 5 Association of California; Youth Forward; Youth Leadership Institute; The Children's Partnership.

DECEMBER, 2018

children's funding measure as a "win," even though it got only 62% of the vote - relying on SF's interpretation of the CA Supreme Court decision (Upland case). SO - with a cooperative City Council or Board of Supervisors, this may work. More to come.....

New thoughts about progressive revenue ideas:

Real Estate Transfer Tax - As Richmond folks learned, this is a tax that can be low for properties selling for average amounts (their taxes remained the same), and very high for expensive properties, such as those over \$10 Million which had their tax quadrupled.

Parcel taxes - Oakland crafted a relatively progressive parcel tax by including many exceptions to the tax, such as exceptions for seniors, low income folks, low income housing projects, and homes that had been foreclosed. Also the size of the parcel, the size of the building and the frontage of the parcel (high tax for golf courses) determined the tax.

These are revenue options that should be considered in addition to the standard taxes, such as sales taxes, hotel taxes and cannabis taxes.

WE'RE PROPOSING A CONSTITUTIONAL AMENDMENT!

Give school boards the authority to place revenue measures on the ballot related to education, including early care, preschool, afterschool, school-based and school-linked health and violence prevention services, and career development programs and opportunities.

Allow taxes placed on the ballot for education purposes by boards of education to pass with a 50+1% voter threshold.

Create a mechanism to ensure equity, so that communities with limited taxing potential are not financially disadvantaged (much like Prop 49).

The measure has been drafted by the California Legislative Counsel.

[Link to white paper](#)

[Link to draft legislation](#)

**DOWNLOAD OR ORDER FIRST BOOK
EVER ON CREATING A LOCAL
CHILDREN AND YOUTH FUND --
second edition**

**Updated topics
include:**

- * Lessons from June 2018 election
- * Revenue options
- * New ideas for drafting a measure
- * Messaging to the public
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