



CHILDREN AND YOUTH FUNDS IN CALIFORNIA: A SUMMARY of BALLOT MEASURES

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 with community 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 public support despite opposition from leading newspaper.
	3/20	2.3% Set aside of General Fund		Voter Initiative	Lost with 45%	3/20 - Vigorous funded opposition from Mayor and firefighter’s union; difficult to overcome.
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.
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. Knowledgeable, respected leader drove campaign. Lacked adequate campaign resources.
Richmond	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!
Alameda County	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.

	3/20		3/20 measure included Children's Hospital	Voter Initiative	Received 64.4% (Final result pending court case on voter threshold needed)	Elected official as champion. Strong parent and union leadership. 3/20 – Added benefit of partnership with hospital and health issues Benefit of signature drive
San Francisco	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.
Richmond	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.
Oakland	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.
San Joaquin County	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
Capitola	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
Emeryville	3/20	Quarter cent sales tax	Public safety and child development ctr.	City Council	Won by 75%	Potential benefits of partnership with public safety and children's issues. Strong negotiations prior to the ballot. Strong City Council champion.