



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 - Vigorous funded opposition from Mayor and firefighter’s union; difficult to overcome. Mayor’s commitment to 2022 measure. Millions in COVID19 \$’s went to youth development as result of campaign momentum.
	3/20	2.5% Set aside of General Fund		Voter Initiative	Lost with 45%	
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 3/20	Special sales tax	Ages 0 – 5 childcare + some afterschool 3/20 measure included Children’s Hospital	Board of Supervisors Voter Initiative	Lost by 66.2% Needed 2/3 Received 64.4% (Final result pending court case on voter threshold needed)	Developed strong formula: Lots of preparation. Community foundation funding. Strong policy leadership. 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 11/20	Cannabis tax, with 50% going to children and youth services Similar measure	All children and youth 0 – 18 Same	Board of Supervisors Same	Lost by 63.5% Needed 2/3 Lost with 65% of the vote – 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 Stronger campaign second time; increased public education materials. Conservative and unexpected wave in Stockton changed election dynamics.

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.
City of Santa Cruz	11/21	20% set-aside of cannabis tax	Early care and youth services	City Council	Won by 82.7%	Two popular ideas – a cannabis tax and a set-aside; no new taxes; strong, cost- effective social media, ads, mailings.
Campaigns that will increase funding for children and youth, but were not explicitly only for dedicated funding – below:						
Los Angeles	11/20	Set-aside for 10% of General Fund for new community investments.	Residents most impacted by racial injustice, strong emphasis on youth development	Board of Supervisors	Won by 57% - only needed majority vote – not a new tax	Strong longtime organizing for social justice provided opportunity after George Floyd killing to mount campaign for reallocation of local dollars.
Long Beach	11/20	Tax on oil	Youth Development and other city needs	City Council	Won by 57% - only needed majority – funding decisions will be made by City Council	Years of organizing by Khmer Girls in Action positioned group to play leadership role in campaign and get agreement from City Council for most of funding to go to youth development.
Contra Costa	11/20	Sales tax	TBD by Board of Supervisors – featured in needs assessment – local hospital, early care, and fire	Board of Supervisors	Won by 58% – only needed majority vote. General tax – allocations will be determined by Board of Supervisors	County positioned for first local revenue measure in years. Early care advocates at the table from the outset, ensured high profile of young children's needs in campaign.
Sonoma	11/20	Sales tax	Mental health – services for all ages and homelessness	Board of Supervisors	Won by 68% - needed 2/3	Strong advocacy from early care advocates ensured that children's mental health were included in a county mental health measure.

