



OAKLAND

A City that Votes for Children and Youth

The story of six local ballot measures
that fund children and youth services



By Funding the
Next Generation



Forward

Funding the Next Generation's mission is to create a movement in California and beyond to generate resources for children and youth at the local level. There is no place in the country that has passed as many and more different ballot measures to generate funding for young people than Oakland, California. Each measure and each campaign offer many lessons for all of us.

Oakland's varied approaches to revenue strategies (five local taxes including sales, parcel, excise tax per ounce sweetened beverage, parking garage surcharge and a set-aside of the City's General Purpose Fund) encourages thinking outside the box and should strengthen the ability to keep an eye on your north star whatever it may be.

The leadership provided in each of the six campaigns reconfirms the notion that anyone and everyone can participate in getting to the finish line. Some of the campaigns were led by grassroots groups that stayed active in multiple campaigns; one was led by the Mayor; one by a city councilmember and health advocates; one was a school-community collaboration; one featured a parent-led group advocating for childcare; and another a winning combination of partners, including a hospital and a labor union.

Persistence is essential, and Oakland certainly had to dig deep over the years. Some of Oakland's measures passed the first time on the ballot; one took not only two attempts but also transforming into a voter initiative; and another took three attempts to get the right balance of funding between law enforcement and prevention. In one case, a measure was reauthorized to generate higher revenues and then replaced in the next election to balance the impact on the City's General Purpose Fund.

The measures and the campaigns to pass each measure included many innovations in organizing, coalition-building, and fundraising. For example, a community foundation played a unique role by bundling donations from other foundations and a youth organization that led the first campaign became influencers in City politics from then on. The measures together create over \$135M in funding for a large range of services – from preschool to summer learning to youth development to preventing gun violence. And all the funds contain the major benefits we attribute to local funding measures: collaboration, inter-jurisdictional partnerships, innovation, accountability, a focus on prevention, and a tremendous sense of ownership and pride in the community.

Simply put – inspirational.

Oakland has shown us that there are many ways to succeed, that flexibility is needed as circumstances change, and that the benefits of various funds are cumulative. Every locality can and will find the path to success, and every journey will look different. There is no “right” way of doing this work.

Oakland has taught us that a single fund and a single winning campaign are not the final answer to securing adequate funding. Ongoing efforts are not only needed, but actually possible. Creativity and persistence are the secret ingredients to ultimately winning.

We hope that these stories do inspire and inform coalitions and leaders around California, and the country, interested in generating much-needed dollars to provide opportunities for all our children to thrive.

Margaret Brodtkin

Founder/Director Funding the Next Generation
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Overview Chart

Overview of Oakland’s local funding measures that generate dedicated dollars for children and youth services

Name of fund	Origin	Date passed, voter approval, duration	Revenue source	Annual funds raised and numbers served	Ages served as of 2023	Services funded	Structure and oversight	Highlights
<p>Oakland Fund for Children and Youth Measure D - Oakland Kids First! Initiative</p> <p>Originally Measure K – Oakland Kids First! Initiative</p>	Grassroots voter initiative, inspired by similar strategy in San Francisco	<p>1996 Won by 75% 2009 Won by 71%</p> <p>Sunset in 2035, followed by 12-year City Council or electorate reauthorization cycle</p>	Set-aside of 2.5% of General Purpose Fund; amended in 2009 to 3%	<p>\$19M</p> <p>22,000 children, youth, and parents</p>	Amended to remove the age cap, still mainly serves birth to 21	Cradle to career: Parent engagement, informal early learning and family supportive services, afterschool and arts, culture and enrichment, academic supports, health and well-being, youth leadership and employment	<p>Housed within Human Services Department</p> <p>Planning and Oversight Committee – half youth members and appointed by the City Council and Mayor</p>	<p>Second Youth Fund in California; proved power of grassroots organizing in revenue arena; reauthorized by voters; second reauthorization by City Council</p>
<p>Oakland Public Safety and Services Violence Prevention Act - Measure Z</p> <p>Originally Measure Y Violence Prevention and Public Safety Act of 2004</p>	Public concern about violence; successful measure preceded by two unsuccessful measures – one focused on prevention; next focused on law-enforcement; third successful measure was a balance	<p>2004 Won 69.6 Reauthorized 2014 Won by 77.5%</p> <p>10-year duration with sunset in 2024</p>	Parcel tax and parking garage surcharge	\$8.6 for violence prevention targeting youth and \$5 million sourced by reauthorization measure for ages 0 -18	Violence prevention focus on “youth and young adults”	Youth diversion and juvenile justice, youth life coaching, school site violence interruption and restorative justice, youth career exploration and education support	<p>Implemented by Department of Violence Prevention</p> <p>Citizen Oversight Committee appointed by Mayor and City Council</p>	Power of compromise on public safety - half law enforcement, half prevention measure worked on third attempt; reauthorized by voters

Name of fund	Origin	Date passed, voter approval, duration	Revenue source	Annual funds raised and numbers served	Ages served as of 2023	Services funded	Structure and oversight	Highlights
<p>Oakland College and Career Readiness for All Act</p> <p>Originally Measure N</p> <p>Reauthorized as Measure H</p>	<p>Community coalition and school district leaders joined forces for high school student success</p>	<p>2014 Won by 77%</p> <p>2022 Won by 82%</p> <p>Both had 10-year duration</p>	<p>Parcel tax of \$120 per parcel with senior and low-income exemptions</p>	<p>\$12M</p> <p>26 schools</p>	<p>High school students, grades 10 – 12</p>	<p>Linked learning career pathways (i.e., business, public service); support services for students in danger of dropping out, (i.e., mentoring, tutoring)</p>	<p>Five-member Commission of education experts appointed by Board of Education; oversees school plans, finances, results</p>	<p>Dramatic improvements in graduation rate and college preparation demonstrated effectiveness of work-based learning; innovative strategy for school districts to expand school-based and school-connected services in collaboration with community</p>
<p>Sugar-Sweetened Beverage Distribution Tax</p> <p>Measure HH</p>	<p>Coalition of public health experts and advocates, partnering with campaign consultants and organizers</p>	<p>2016 Won by 61%</p> <p>Community Advisory Council disbanded in 2028; no other sunset</p>	<p>Excise tax of one cent per ounce on sugar-sweetened beverages</p>	<p>Approximately \$6M for youth</p>	<p>All ages, but with focus on child and student health</p>	<p>Physical health, sports and well-being; education on nutrition and peer leadership; urban gardens; workforce opportunities; and expansion of school nutrition programs</p>	<p>Specific seats in ballot measure named to ensure focus on health, nutrition, food access, and physical exercise</p>	<p>Taking on big corporations (“Big Soda”) sent a powerful message and inspired electorate</p>

Name of fund	Origin	Date passed, voter approval, duration	Revenue source	Annual funds raised and numbers served	Ages served as of 2023	Services funded	Structure and oversight	Highlights
<p>Oakland Children’s Initiative of 2018</p> <p>Measure AA</p>	<p>Initiative led by Mayor and Congresswoman</p> <p>Voter initiative</p>	<p>2018 Won by 64.5%.</p> <p>30-year duration, With sunset 2048-49</p>	<p>Parcel tax based on size of property, with multiple exemptions for high-need populations.</p>	<p>\$34 M (62% early education; 31% Oakland Promise - college readiness services)</p>	<p>Early education prioritizing 3 and 4 year-olds</p> <p>College readiness focused on K-12 students and post-secondary students</p>	<p>Early education services to improve quality, increase access, prioritizing low income</p> <p>Oakland Promise to support baby and K-5 savings accounts, enhanced support for college access for all students, community-school partnerships, financial counseling, college scholarships and post-secondary supports</p>	<p>Oversight Commission with 12 members with specific early care expertise; planning in collaboration with County early care measure; college readiness implemented with non-profit, Oakland Promise; Accountability Officer appointed by City Administrator</p>	<p>Leadership of mayor ensured funding for campaign and widespread endorsement</p>
<p>Children’s Health and Child Care Initiative of Alameda County</p> <p>Measure C</p>	<p>Won on second attempt at the ballot; placed on ballot through voter initiative to avoid 2/3 requirement for voter approval; partnership with UCSF Benioff Children’s Hospital</p>	<p>2020 Won by 64%</p> <p>Duration 20 years</p>	<p>Half-cent sales tax</p>	<p>\$150M for County - 20% to hospital; 80% to early care</p> <p>Estimated 60% to support children and families in Oakland</p>	<p>Ages 0 -12, prioritizing under age 5; homeless; low-income; underserved populations</p>	<p>Detailed plan to fund expanded access to early education, ensure worker compensation, and quality improvements; additional support for critical pediatric services and trauma center</p>	<p>Eleven-member Advisory Council appointed by Board of Supervisors and Alameda Early Care and Education Planning Council; plan for funding developed by First 5, approved by Advisory Council</p>	<p>Persistence counts; use of voter initiative process in CA can determine success or loss at the ballot; powerful partnerships for success:</p> <ul style="list-style-type: none"> • Unions • Parents • Community Foundation • Political champion • Hospital • Childcare workers • Knowledgeable and thorough policy experts



Introduction to Oakland

Oakland is California's 10th largest city and the urban heart of Alameda County with a 2021 population of 433,823. While the racial composition has shifted over the prior two decades, the City still has a significant Black population relative to other California cities, estimated to be 22%, with other major groups estimated as 16% Asian, 29% White, and 27% Hispanic. (1)

The City's youth population also reflects shifting demographics with a decline in population to 97,023 youth aged 21 and under in Oakland in 2021. About one-fifth of the total population is 21 or younger, and 26,680 children are under age 5 (6.3% of the total population). Children also reflect a vast diversity across race, ethnic, and cultural backgrounds. Children of Hispanic/Latinx background and two or more races are the only groups where the child population is proportionately higher than the group's adult population.

Oakland Unified School District (OUSD) enrollment, which overall has declined, shows the strongest increase over the decade in Hispanic/Latinx students. (2)

Oakland communities reflect a new diversity, but also rich history and cultural relevance stretching from West Oakland through Chinatown, the Fruitvale, Central and Deep East Oakland. A history of political activism in the movement for racial justice is a source of pride for Oaklanders. Activists continue to seek resources and investment to address the environmental, health, wealth and educational disparities between hill and flatland neighborhoods. Public safety, education and environmental clean-up consistently poll among residents' highest concerns, with the crises of homelessness and affordable housing foremost in recent years. Within Oakland's social and historical context, a willingness to raise and use public funds to prioritize social gains has resulted in the voter approval of local measures intended to benefit youth, families, and community at large.

Summary of Six Local Measures Funding Children and Youth Services

Voter willingness to dedicate funding for children and youth goes back to the mid-nineties. The Measure K Kids First! Initiative to establish the Oakland Children's Fund was approved in 1996, reauthorized by voters in 2008 and 2009, and reauthorized by a City Council vote in 2020. The City's Measure Y Violence Prevention and Public Safety Act first passed in 2004 and was reauthorized by voters as Measure Z in 2014. That same year the Oakland Unified School District placed a parcel tax on the ballot to create a college and career readiness initiative. This was followed by a Sugar-Sweetened Beverage Distribution Tax Ordinance which was approved as Measure HH on its first attempt in November 2016.



The measures generate funding for specific areas of concern to improve outcomes for children and youth in Oakland's communities. They have increased Oakland's investments in the health, education, and safety of children in high priority communities through both City services and community grants.

The Kids First! measure established the **Oakland Fund for Children & Youth (OFCY)** to address the well-being of children and youth from birth through age 21. OFCY focuses on children and youth with highest need and addresses goals toward the healthy development of young children, children's success in school, prevention of youth involvement in gangs and violence, and support for youth's transition to adulthood. The **Oakland Public Safety and Services Act of 2014** provides intervention and restorative services for youth and young adults at high risk for involvement in violence. The **Sugar-Sweetened Beverage Tax Distribution Ordinance** emphasizes the impacts of soda and sugar-sweetened beverage consumption on child health and community wide health outcomes in communities where soda consumption and related chronic disease is highest. The College and Career Readiness act promotes career paths and dropout prevention strategies and has had a significant impact on graduation rates and preparation for four-year colleges.

Two more recent measures, as of this writing, will generate new revenues to address gaps in access to quality early education and pediatric health care, reducing inequities in early education and health care services. These measures are considered key to a more robust early education system of support for young children and families.

The **Oakland Children's Initiative of 2018 (Measure AA)** was affirmed by the courts in 2022. It will expand preschool and college access, college savings accounts, scholarships and cradle-to-college supports for public school students. If affirmed by the courts as a citizen's initiative based on the approval of 64% of Alameda County voters, the **Child Health and Early Education Act of Alameda County (Measure C)** will generate revenues for expanded quality preschool and measures to address the early education workforce, as well the regional health system under UCSF Benioff Children's Hospital Oakland.

These measures all have potential to deepen cross-sector coordination and provide brighter outcomes for Oakland's children, youth, and families.

As other cities develop dedicated funding for children, it's worth examining how Oakland's local initiatives were passed, the funding operations established, and the funding dedicated to benefit and families. A full assessment of these local funds and how they align with other sources is not addressed here. What follows is a brief overview of six measures that directly benefit Oakland's children, youth, and families.



Kids First – Oakland Fund for Children & Youth



Origin – Grassroots campaign with youth and non-profit leadership at center.

A citizen’s initiative, Oakland’s Kids First! Initiative Measure K was placed on the ballot by a coalition of community

organizations determined to address the lack of services for youth in Oakland. As civic leaders discussed establishing a youth curfew in response to high rates of violence, youth from the East Bay Asian Youth Center (EBAYC) and People United for a Better Oakland (PUEBLO) surveyed over 1,000 Oakland youth and found that violence was present as a “fact of life” for the majority of youth. Rather than punish youth, youth wanted and deserved places to learn, work and recreate in a safe and positive environment. (3)

Youth organizers and leadership from key community organizations formed the Kids First Coalition to seek a dedicated local funding measure for children’s services. (4) Looking toward San Francisco, the Coalition agreed on Oakland’s measure as a set-aside of the General Purpose Fund, similar to the “first of its kind” measure passed in San Francisco in 1991, which was based on a set-aside

of property taxes. (5) Youth and community leaders led a grassroots campaign and won the endorsement of key civic leaders and the *Oakland Tribune*. (6) The measure passed with 75% of the vote and without strong opposition.

Description of the measure – Set-aside of General Purpose Fund.

The Oakland’s Kids First! Initiative Measure K was approved in November 1996 as an amendment to the City of Oakland’s Charter creating the Oakland Children’s Fund. The Fund was based on the annual set-aside of 2.5% of the City’s unrestricted General Purpose Fund revenues to benefit children aged 21 and under and to be used for career and leadership development, academic and cultural development, and physical and behavioral health.

The amendment was reauthorized by the voters in November 2008 as Measure OO, with the 2.5% set-aside applied to “all funds” instead of the unrestricted General Purpose Fund, a change in calculation promoted by community advocates that greatly increased revenue projections but, according to City budget experts, would have a very negative impact on the City’s financial stability. City Council members and advocates agreed to compromise and together put an alternative (Measure D) on the June 2009 ballot as a 3% set-aside of unrestricted General Purpose Fund revenues. This increased the Fund but not nearly as much as the previous year’s measure. Eleven years later, in March 2020, the Oakland City Council voted to continue the charter amendment passed as Measure D for a third 12-year period ending June 2035.

Measure D added to the amendment goals to ensure 1) the healthy development of young children, 2) children's success in school, 3) the prevention of youth involvement in gangs and crime, and 4) healthy transition to adulthood. It did not specify the age limit for youth benefiting from services. At least 90% of annual revenues must be available for direct services for children and youth provided by eligible non-profit and public agencies and is released through the City's competitive grantmaking and selection process. Ten percent of the Oakland Fund for Children and Youth budget can be used for administrative functions such as strategic planning, evaluation, reporting, communications, and operational support for the citizen's oversight body.

Oversight and Accountability – Youth in decision-making roles.

The Planning and Oversight Committee is composed of one youth and one adult member appointed by each of the eight City Council members and one member appointed by the Mayor. The Committee guides the development of a Three-Year Strategic Plan and annual evaluation reports and participates in the selection process for grant awards, forwarding annual recommendations for approved proposals to the City Council for contract awards. The youth membership requirement and the decision-making role of the Committee in awarding grants are unique strengths. The City Council cannot accept or reject individual grants as is the usual practice but must approve the recommended grant programs as a whole for contract

awards or remit it back to the Committee for reconsideration. This prevents individual City Council members from adding pet projects after a comprehensive set of recommendations have been developed.

As a public body, the Planning and Oversight Committee is subject to open meeting laws and conducts business with a high degree of transparency before taking action. It engages youth and community members in the process of developing the strategic plans and holds public hearings on the grant award recommendations and the impact of funding.



Planning and Implementation – Fostering collaboration and innovation with cradle-to-career grantmaking.

The Oakland Fund for Children and Youth (OFCY) is a community-facing agency that sits within City of Oakland’s Human Services Department, operating as the lead program within a Division of Children & Youth Services. A staff team supports the Fund’s oversight committee and administrative operations. Administration includes grants management, technical assistance and training, strategic planning and professional services for independent evaluation and is limited to 10% of the annual budget.

At least 90% of revenues must be available for direct services for children and youth. Funds are released through the City’s competitive grantmaking and selection process as grants to eligible non-profit and public agencies.

Fostering Collaboration and Innovation



Under the new 2022-2025 Strategic Plan, OFCY provides funding for the range of cradle-to-career strategies from early childhood family resource centers to youth development services to career access and employment for opportunity youth. The three-year plan continues key partnerships with the Oakland Unified School District, blending funding for strategic initiatives engaging preschool and targeting funding for specific projects such as for African American Male Achievement under the Office of Equity, high school linked learning and summer job opportunities. The Oakland Afterschool Partnership is considered a model of collaboration. OFCY added new funding to complement the City’s violence prevention efforts and target the underserved middle school-aged population. OFCY encourages funding for small and emerging organizations through fiscal practices and seeds innovative community-generated grants. Multi-year funding and ongoing support helps build program and organizational capacity.

The FY21-22 OFCY Final Evaluation Report (www.ofcy.org) documented 18,082 children and youth and 2,196 parents served, and geographic, demographic, and service outcomes data by program and funded strategy, strategy specific results, and leveraging achieved toward the Plan’s goals.

Youth Funding Highlights

For FY 2022-23, \$19.04 million was awarded to 149 grant programs to serve 22,000 youth. Over half of OFCY funding supports the goals of the school district and directly aligns with other funding sources (state and federal) received by the school district.

Strategy Area	Allocation
EC Family Resource Centers /Parent Engagement	\$2,261,000
Social-Emotional Well-Being in Early Childhood Preschool Settings	\$775,000
Afterschool Programs Elementary and Middle	\$4,810,000
High School and Post-Secondary Student Success	\$1,245,000
Youth Leadership & Development	\$4,500,000
Summer Academic and Enrichment	\$861,000
Violence Prevention	\$655,000
Middle School Engagement, Wellness, and Transitions	\$710,000
Career Access and Employment for Opportunity Youth	\$1,660,000
Career Access and Employment for Youth in School	\$995,000



Lessons

- A grassroots coalition can take the initiative to create a new funding base for children and youth services.
- A strong grassroots coalition can endure as a major force in the civic arena – influencing many ongoing child and youth policy and funding issues.
- Collecting signatures to place a measure on the ballot allows community to take the lead and design their own measure.
- A funding allocation process can be structured to avoid the pitfall of the funds being allocated as political favors.
- Setting aside existing dollars for kids is popular. The arguments are that there are no new taxes created and that this is a way to ensure that children and youth get their fair share of a city’s resources.
- An oversight committee comprised HALF of youth can bring an essential perspective to allocating dollars and can ensure that youth voices do not get drowned out by adults. However, youth members require and deserve training and ongoing support.
- Grantmaking can enhance collaboration with public schools and partnerships that support targeted education initiatives and build support from the school community for reauthorization.
- A compromise between advocates and city officials about the size of the proposed fund can sometimes be a win-win and ensure longevity to a measure.

[LINK TO TEXT OF 2009 MEASURE](#)

Oakland Public Safety and Services Violence Prevention Act of 2014



Origin – Widespread concern about violence led to action.

Oakland City officials, faced with high rates of violence in the early 2000s, twice attempted ballot measures

to increase funding for public safety and violence prevention services before the successful passage of the Measure Y Violence Prevention and Safety Act in 2004. The 2002 first measure proposed by Mayor Jerry Brown required a minimum of 75% of revenues be used for police and fire services. The second measure emphasized prevention services and failed to get the approval of 2/3 of voters in March 2004. (7) City elected officials developed Measure Y for the November 2004 ballot as a compromise, funding a 50/50 split between public safety and prevention services.

Measure Z, the Oakland Public Safety and Services Violence Prevention Act, replaced Measure Y in 2014. It gained needed key

union and citizen support by providing \$2 million for fire and paramedic services and requiring that at least 40% of the remaining revenues be used for preventive social services. The 60/40 split effectively balanced demand for new community policing initiatives (new officers) and prevention services and secured the approval of 77% of the voters (surpassing the 2/3 requirement).

A coalition of community providers helped frame and propel support for Measure Z. The local non-profit that originally organized the Oakland Fund for Children and Youth campaign, the East Bay Asian Youth Center, helped fund focus groups and surveys to find out how voters perceived crime and safety, their priorities for funding, and how much voters were willing to tax themselves. Representatives from organizations like Youth Alive, Oakland Community Organizations, Make Oakland Better Now, the Jobs and Housing Coalition, and others from the re-entry, public health, and school communities endorsed and actively supported the passage of Measure Z.

Description – Compromise measure funding police and fire and violence prevention social services.

Measure Y's passage in 2004 was intended to reduce violence and crime in Oakland by raising funds for needed services through a special parcel tax and parking surcharge. In 2014, the Oakland Public Safety and Services Violence Prevention Act, Measure Z, continued the parcel tax and parking surcharge and was approved by voters to increase services. Measure Z put the focus on reducing gun-related violence, improvements to public safety and emergency response, and investments in violence prevention strategies that support the specific population of at-risk youth and young adults.



The 2022-2024 Spending Plan projects to reach 11,500 community members, including 2,500 youth and young adults at risk or at the center of violence and their loved ones, through violence intervention and restorative services. The Plan emphasizes strategies to respond to gender-based violence, to reduce collective trauma and to support community healing and restoration. DPV is developing partnerships with schools and higher education institutions to better address risks and protective factors among Oakland youth.

Youth Dedicated Funding – Grants include collaboration with schools and county juvenile justice services.

DVP’s Plan includes specific funding strategies totaling \$8.66 million for youth ages 14 to 21 who are at risk of or at the center of violence. Funding for school site violence prevention and intervention teams at seven target schools will enhance coordination with mental health clinicians, restorative justice facilitators and nurses, Alameda County juvenile justice system, and the Oakland Unified School District. These program areas are listed below:

Youth Diversion and Juvenile Justice Programming	\$4,375,000
Youth Life Coaching	\$1,040,000
Youth Career Exploration and Education	\$850,000
School Site Violence Prevention/Intervention (seven schools)	\$2,400,000

Lessons

- In many instances, the public supports a balance between enforcement and prevention to address violence. It is imperative to strike the right formula – both to appeal to the public and to pull together a comprehensive coalition to mount a campaign.
- A measure that balances law enforcement and health-centered intervention for youth can result in a powerful coalition of support and avoid the usual pitfalls of one against the other.
- A dedicated funding stream for a specific purpose can ultimately lead to a restructuring of government, in this case the creation of a new Department of Violence Prevention.
- A dedicated funding stream can be leveraged to increase funding from other sources, especially state and federal sources.
- The investment in violence prevention helped expand innovative programming and enhance coordination with other system efforts.

[Link to Fact Sheet on 2014 measure](#) - [Link to Measure Z](#)



Measure N: Oakland College and Career Readiness for All Act



Origin – Community coalition and school district come together to support high school student success.

The Oakland College and Career Readiness Act,

Measure N, was placed on the ballot in November 2014 by the Oakland Unified School District (OUSD) Board after community groups formed a coalition and drafted a measure to transform Oakland high schools. The measure's goals were to decrease the high school drop-out rate, increase the high school graduation rate, increase students' readiness to succeed in college and career, reduce disparities in student achievement and access to career pathways, and increase middle school students' successful transition to high school.

The Executive Director of the East Bay Asian Youth Center (EBAYC), then the President of the OUSD Board of Education, worked with the school

superintendent and other school officials to push for funding to expand the successful career pathways model to all high schools and every Oakland public student with the *Oakland College and Career Readiness For All Fund*.

A coalition of community groups – including EBAYC, Oakland Community Organizations, the advocacy organization Greater Oakland Public Schools and the Oakland Education Association – drafted a measure for the November 2014 ballot to establish a parcel tax. To reach the stated goals, proposed uses of the revenue included increased support for students in college preparatory courses in every high school to ensure students are qualified for admission to the University of California and four-year university systems; expansion of work-based learning in every high school; and counseling, tutoring, mentoring and other intensive support services to students in danger of dropping out. The Board of Education then placed the measure on the ballot. The coalition successfully transitioned to a campaign with the support of students, community organizations, teachers, and parents and secured passage of the measure with voters' approval of 76.57%.

In November 2022, the OUSD placed a measure on the ballot as part of the School Maintenance Parcel Tax that would continue Measure N. This measure for reauthorization, Measure H, passed with 82% voter approval, reflecting the remarkable success of the Measure N strategy, achievements across the stated goals of the measure, and widespread support for Oakland high schools.





Description of the Measure – Parcel tax to expend \$850 per high school student on college and career readiness.

The Measure N Oakland College and Career Readiness Act allowed the Oakland Unified School District to establish a \$120 per unit parcel tax for ten years for Oakland residents with exemptions for seniors and low-income residents. The measure generates \$11 - 12 million annually and was renewed to continue for an additional ten-year period. Ninety percent (90%) of the funds must go directly to schools, as opposed to administration.

Under Measure N funds must be equitably allocated to both public and charter school sites on a per-pupil basis. This translates to approximately \$850 per student. High schools must create rigorous customized plans to place all students in high-performing career pathways.

Oversight and Accountability – Commission advises Board of Education.

A five member College & Career Readiness Commission, appointed by the Board of Education, oversees the planning and implementation of the measure. Commission members must have extensive knowledge and expertise in high school and postsecondary curriculum, instruction, leadership, education research, evaluation, analytics and financial management. The Commission's role includes submitting the recommendation for Measure N funding for each high school to the Board of Education for action. There must also be an independent annual audit.

Planning and Implementation – Explicit planning requirements led to remarkable results.

Measure N is administered by the OUSD High School Linked Learning Office. Each high school must submit a plan for the use of funds to a five-member Commission appointed by the Board of Education to improve and enhance the school's career pathways program and be eligible for school funding of \$850 per pupil or partial funding of \$550 per pupil. The Commission reviews each high school's education improvement plan, School Quality Review findings, Balanced Scorecard results, and education improvement plans.

Strong improvements at OUSD are attributed to Measure N from 2013-14 to 2020-21 – an increase from 44% to 88% of high school students across the district participating a career pathway program; a decrease of the dropout rate from 24% to 13%; an increase in the graduation rate from 61% to 72%; and an increase in the percentage of students who meet requirements for admission to California's state universities upon graduation from 28% to 42%.

[Link to 2021 article on results of Measure N: "7 Years ago, Oaklanders approved a tax to improve schools. Did it work?", Ashley McBride April 26, 2021"](#)

Youth Funding – Focus on creative learning pathways.

Funds generated by the parcel tax are distributed to OUSD's 17 public high schools and 9 charter high schools, totaling 26 schools that received funding in the 2021-22 school year. Funding increased supporting career pathways to more than a dozen industries, including agriculture, business, education, health care, and public service. The amount of per pupil funding is determined by the Commission, and each high school's plan demonstrates how funding received will be spent.

Lesson

- A coalition of community organizations and school district leaders can be uniquely powerful in passing local measures to fund school-based services to improve student achievement. Overcoming the all-too-common tension between community organizations and school district bureaucracies can result in innovative policy proposals. Having widely respected leaders of youth-serving organizations on school boards can facilitate a common agenda and political success.
- In California, a school district-initiated parcel tax is a rarely used, but potentially effective way to fund education-related and school-based services such as preschool, afterschool, wellness centers and career preparation.
- Proven success documented by data-driven results leads to increased public support in renewing a measure. In this case the reauthorization passed by an astonishing 82%, even though polling traditionally holds that parcel taxes are unpopular.
- Rigorous and specific requirements for planning and accountability made explicit in the measure contributed to its success.
- Including charter schools in some types of education-related measures can expand public support and avoid political divides.

[Link to Measure N](#)

Sugar-Sweetened Beverage Distribution Tax Ordinance (SSBDT)



Origin – City focus on public health.

Oakland Councilmember Anne Campbell Washington saw a win-win opportunity with a soda tax and health benefits for Oakland children after meeting with members of the public health community. The group wanted action to address rising childhood diabetes and obesity linked to soda consumption

described in a report by the Public Health Institute’s Berkeley Media Studies Group. Working with a core group, the Councilmember recruited co-sponsors and authored a measure to establish a sugar-sweetened beverage tax ordinance modeled after Berkeley’s 2012 successful measure. (8)

A network of public health professionals advocated for the measure, generating support and raised the funds to fight the opposition to a “soda tax” by the “big soda” companies. (9) The local and statewide dental and medical associations were early supporters of the Coalition for the Healthy Oakland Children campaign. A poll, supported by funding from the California Dental

Association, showed a likely “win” in Oakland. The poll helped secure further foundation support (Bloomberg) for a successful media strategy to counter “big soda’s” deep pockets and efforts to derail the measure through marketing tactics appealing to small businesses and consumers.

The advocates for the soda tax measure developed a regional approach and brought in key leaders across the health field as spokespeople. The campaign won support from many parties interested in children’s health - pediatricians, nurses, First 5, UCSF Benioff Children’s Hospital and Kaiser Hospital executives, school officials and key foundations.

Despite big soda’s appeals directly to Oakland churches and city officials, Oakland Councilmembers voted unanimously to place the Sugar-Sweetened Beverage Distribution Tax Ordinance on the November 2016 ballot as Measure HH and helped secure the support of community and faith-based organizations. Design of the ordinance as excise tax on the ballot with proceeds going to the General Purpose Fund and not for specified uses meant only 50% plus one voter approval was needed for passage.

Description – Use of funds not specified in measure, but grantmaking is highly influenced by Community Advisory Board.

The Oakland Sugar-Sweetened Beverage Distribution Tax (SSBDT) was approved by voters in November 2016. The ordinance established a one cent per ounce general excise tax on sugar-sweetened beverages sold in the Oakland. Proceeds are deposited to the City’s unrestricted General Purpose Fund Sugar-Sweetened Beverage Sub-fund to be used for any lawful

government purpose. The measure does not require specific use of the funds and is not a special tax. However, both the measure itself and the campaign to get it passed focused on the prevention of the health consequences of the consumption of sugar-sweetened beverages, access to healthy foods and the impact on students and residents. The composition of the Community Advisory Board is the major mechanism to ensure that the funds are used to address the negative impact of soda.

Oversight and Accountability – Influential committee of experts, advocates, parents, and teachers.

A Community Advisory Board, composed of nine members nominated by the Mayor and confirmed by the City Council, was established to advise the City Council on the use of funds. Seats are specified for expertise in public health, medical and dental professions, and a parent, labor official, teacher, and community member. The Council must consider the Board’s recommendations prior to acting on the City’s budget and the allocation of SSBT revenues. The Advisory Board’s recommendations emphasize the use of funds to promote access to healthy foods in corner stores in highly impact neighborhoods, the prevention of chronic diseases through youth education and activities, and community leadership and policy advocacy.

Planning and Implementation – Grants to city departments and non-profits.

The Community Advisory Board began meeting in 2018 and established initial guidelines for the use of funds. It is now staffed by the Office of the City Administrator. Funding is distributed in the budget process across multiple departments.



Oakland projects revenues between \$7 and \$8 million annually for the SSB Tax. Funds have supported capital improvements for drinking water in City facilities such as fields and community centers, and direct grants to the Oakland Unified School District for food and nutrition programs, as well as direct funding for City departments and community grants. In the current 2022-23 budget, approximately \$3 million annually is allocated toward the Office of Parks, Recreation and Youth Development.

Grants to community-based organizations are awarded to improve health outcomes targeting youth, seniors, and community members with preventive medical and dental health services, using community leadership to address access to healthy foods, a need to combine food nutrition education with activities such as sports and urban gardening, and strong partnerships with schools and local health clinics.

Youth Dedicated Funding – Focus on food, health, and wellness.

The City's Office of Parks, Recreation and Youth Development received approximately \$3 million in the 2022-23 budget, largely supporting the youth programming, including staffing for youth development, sports, aquatic programming, and administrative costs. (10) Community grants for two years were awarded to 26 non-profits to address preventive health care, advocacy, nutrition, and education. Thirteen awards to youth-serving organizations, totaling about 50% of the allocation, address health outcomes with funding for youth sports, leadership, cooking and nutrition education, and urban farming. (11)

Lessons

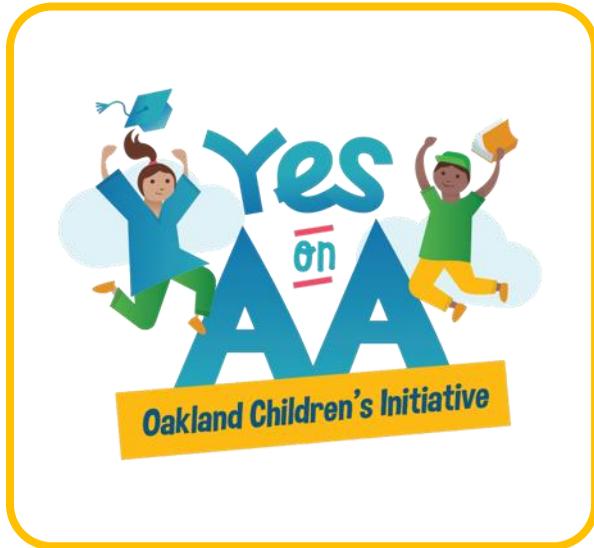
- An oversight committee with very specific designated seats, in this case seats for health experts and advocates, can ensure that funds are targeted to address the advocates' purpose despite the fact that the tax is a general tax, sending the revenue goes into the city's General Purpose Fund.
- Framing the measure as "Health/Kids vs. Big Soda" is a powerful way to stand up to the money that the soda industry will put into a campaign.
- The positive responsiveness and engagement from community members to issues that serve basic needs (food deserts, healthy food in grocery retail, school nutrition) is very high.

[Link to text of measure:](#)

[Information about campaign arguments:](#)



Measure AA – The Children’s Initiative of 2018



Origin – Mayor leads the way.

The Oakland Children’s Initiative of 2018 was co-sponsored by Mayor Libby Schaaf and Congressman Barbara Lee to increase access to quality preschool education and college for Oakland students.

Championed by the City’s Mayor, the initiative received key endorsements from local leaders and was supported

alongside Alameda County’s first early care and education initiative by education advocates, parents, teachers, and students. (12)

The “Yes on AA” campaign gathered signatures as required for a citizen’s initiative, shared offices with the Alameda County initiative and drew upon support from the youth-serving education organizations and the Oakland Promise school and parent network. After receiving support from 64.5% of the voters, a court in 2022 affirmed passage of the measure with a simple majority of the vote as a citizen’s initiative.

Description of the Measure– Prioritizing both ends of the age spectrum.

The Oakland Children’s Initiative of 2018 passed as an amendment to the City Charter to deepen investment in Oakland’s children in the early years and support them through college graduation. The parcel tax is projected to raise over \$30 million annually with proceeds going toward the Oakland Early Education Fund (62%); the Oakland Promise Fund (31%); and oversight, accountability, and evaluation (7%). In an effort to substantially increase the fairness of the parcel tax and its political viability, it is structured to allow for many exemptions for low-income, disabled, and senior households as well as rental housing owned by non-profits. There are also rebates for homes that have been foreclosed. The measure will sunset 30 years after its passage, in the fiscal years 2048-49.

Oversight and Accountability – Commission and dedicated accountability official.

The Children’s Initiative Oversight Commission is composed of 12 members, the majority of whom must reside in Oakland, including members with professional expertise in early childhood education, K-12 education, or lived experience as a parent with preschool or as an enrollee in an Oakland public school. The Commission began meeting in late 2022 to provide advice and recommendations to the City Council and recommend the five-year “Implementation Partners” required by the measure. An “Accountability Officer” appointed by the City Administrator ensures effective administration and provides professional and technical support to the Commission.

Planning and Implementation – Collaboration with county and city non-profit organizations.

As the five-year implementation partner for the Oakland Early Education Fund, First 5 of Alameda County will use an estimated \$23 million to improve quality and access in early education. Funds are to be used to increase the availability

and quality of preschool for children, prioritizing access to four-year-olds and then three-year-olds from low-income families as well as child development support services, professional development, and coaching. The proposal prioritizes the additional spaces for children enrolled in Oakland Unified School District Early Childhood Education and City of Oakland Head Start programs. Parenting education is also included in the plan.



The Oakland Promise non-profit organization was selected as the implementation partner for Measure AA's Oakland Promise Fund. Its proposal is to double enrollment in college savings accounts, increase supports for Medi-Cal eligible babies and families through the Brilliant Baby program and expand the Oakland Promise Kindergarten to 2nd grade savings program to 5th grade students. Funds will also support financial coaching for parents.

Expanding college access for Oakland public school students will be accomplished with the award of 900 scholarships to high priority students and expanded financial counseling, family engagement, leadership, mentoring, and college going events for 6th to 12th graders. The Oakland Promise Fund will also provide postsecondary retention and completion services, including coaching, advising, internship and workforce partnerships.



Youth Dedicated Funding – Both ends of the age continuum.

The City began collecting the parcel tax revenues in July 2019 and approved a budget (FY22-23) with \$23,181,428 for the Early Education Fund and \$11,590,714 for the Oakland Promise Fund. All proceeds are to support children and youth.

Lessons

- A chief executive, such as a mayor, who is deeply committed to using their influence to win a measure can ensure a campaign has the resources and broad-based support needed.
- Blending early care and college readiness can be a winning combination.
- A parcel tax can be structured to protect the most financially vulnerable populations.
- Partnerships with schools can be a key element of planning for all age groups.

[Link to Measure AA](#)

Children's Health and Child Care Initiative of Alameda County



Origin – Powerful combination of voices coming together to address a crucial need.

The Children's Health and Child Care Initiative of Alameda County was a second attempt at the ballot. After Alameda County's first childcare measure failed in

2018 despite getting 66.3% of the vote (it needed 2/3 or 66.67%), in 2020 county leaders and early care advocates decided to use a citizen's initiative process to place the measure on the ballot and to broaden the support for the childcare measure. Known as Measure C, the new legislation kept the content of the original legislation intact as the content had been fully vetted by professionals and by stakeholders in over 80 community outreach sessions. The leadership group added to the original measure provisions to fund the region's pediatric trauma center and address additional compensation and benefits for the County's childcare workforce, thus gaining additional support

of the unions and major financing from the Children's Hospital Research Foundation. Placement on the ballot through a voter signature drive meant the second measure would need only a majority vote. These impactful changes were added to the already powerful forces behind the original measure – a popular elected official, the county community foundation, early care experts who worked for the county, and SEIU.

The steering committee of the campaign included facilitation by key members of the County's early care system and the support of the three County childcare resource and referral agencies. (13) The measure was championed by Parent Voices, the parent advocacy and organizing agency, which helped with parent-led research, ensured representation and community voice in marketing for the campaign and trained campaign volunteers. These combined forces helped with access to families and helped to build momentum and support.

Description of the Measure – Focus on worker compensation, quality, and access.

Alameda County voters approved the "Children's Health and Child Care Initiative of Alameda County" by 64% in March 2020. The measure was taken to court on the question of the voter threshold required with a signature drive. After two years, the Superior Court ruled that Measure C was indeed a successful citizen's initiative requiring only a majority of the voters. However, appeals continue to keep the case in court. The Alameda County ordinance will impose a one-half cent sales tax for 20 years and raise an estimated \$150 million annually.

Proceeds will be used to expand access to high quality childcare, preschool and early education services prioritizing low-income children and families; to improve wages and compensation for participating childcare and early education providers; and to provide additional support to the local children's health care safety net. Measure C also cites the use of funds for the expansion of specialized staff and facilities to treat complex illnesses and for support to keep open and fully staffed a local Level 1 pediatric trauma center and emergency department in Alameda County.

The proceeds will be allocated by the County Board of Supervisors between two sub-accounts:

1. Twenty (20%) to the Pediatric Health Care sub-account administered by Children's Hospital Oakland; and
2. Eighty (80%) to the Child Care Preschool and Early Education sub-account administered by First 5 of Alameda County.

Oversight and Accountability – Childcare experts and advocates play a major role.

An 11-member Child, Preschool, and Early Education Community Advisory Council will advise on the development of early childhood policy and programs, including five-year plans and annual expenditure plans. Five council members are appointed by the Board of Supervisors

and six by the Alameda County Early Care and Education Planning Council. The ordinance requires seats on the Council represent the childcare workforce, parents, alternative payment agencies, early care and education agencies participating in subsidized care, and other key stakeholders. The "Childcare Preschool, and Early Education Program Plan and Budget" will be developed by First 5 and submitted to the Advisory Council to be approved by the Alameda County Board of Supervisors. A separate committee will advise on the pediatric health care funds.



Planning and Implementation – Building a city and county collaborative planning process.

The Alameda County Children and Families First Commission, known as First 5 of Alameda County, is the administrative agency overseeing the use of funds to expand access, affordability, and quality in the early education system and to develop, administer, and implement all of the programs and services paid for by the Early Education Account. First 5 will develop the plan and budget for programs that enhance the quality of participating early care and education settings, mitigate wage compression, establish parity between public K-12 educator and early care and education workforce wages, create a comprehensive training and professional development system, and compensate and support participating family, friend, and neighbor providers.

Oakland children will benefit substantially due to the priorities stated in the measure. The Plan is to increase the number of low- and middle-income children from birth to age 12 with access to safe, nurturing, affordable and high-quality preschool, and early education services across the County with priority for children who 1) are five years of age and younger, 2) are homeless, 3) are from historically underserved communities or 4) have other high priority needs as designated in the Plan.

Child/Youth Dedicated Funding

All proceeds are dedicated to children and youth for priorities cited above. Implementation has not yet begun as of this writing and the measure is still in court.

Lessons

- Placing a measure on the ballot for a special tax through a voter initiative (in California) obviates the need for 2/3 voter approval and requires only a majority vote.
- Building on the thorough planning, outreach, partnerships, and endorsers of the first campaign greatly facilitated the second successful attempt at the ballot. Sometimes it takes more than once to pass a measure, but the first attempt can build a foundation.
- The Alameda County campaign put together six elements that proved to be a winning combination:
 - Comprehensive plan for expenditure of funds, drafted by the County's highly regarded early care experts and based on 80 stakeholder meetings throughout County.
 - Strong champion who was a longtime popular elected official.
 - Leadership from a strong grassroots parent organization.
 - Support from the local community foundation through direct donations and funneling other foundations' donations.
 - Labor support through SEIU committed to rights of childcare workers including making donations to the campaign.
 - Partnership with a pediatric hospital whose auxiliary foundation contributed financially to the campaign.

[LINK to Text of Measure](#)





Conclusion

Driven by the desire to meet community demands and improve outcomes for children, youth and communities, Oakland's leaders and activists worked to pass ballot six different measures for dedicated funds based on winning variations of strategic design, coalition-building, widespread critical endorsements and on-the-ground community organizing. The resulting funds reflect what is best and often unique about local dedicated funding streams:

1. Expanding and strengthening community-based services, particularly those focused on prevention.

As a result of these six measures, over \$135M in services annually will be supported, funding hundreds of community-based organizations and childcare centers, and several public agencies. Oakland's capacity to serve its children, youth and families will have quadrupled by the time all are fully implemented, based on the continued effort from the agencies managing the various funding streams. The services funded focus on the highest need youth and children where they live, recreate, and attend childcare, preschool, and school in neighborhoods across the City. All ages are served, from birth to age 21 and increasingly to age 24. And every type of service from childcare to violence prevention to college preparation will be allocated funding. The measures allow the City to fill in the major gaps left by state and federal public funding, particularly in preventive services.

2. Ensuring accountability and transparency.

All six measures passed by the voters have built-in accountability with community representation on their oversight and advisory bodies. And all of these bodies have significant responsibility to oversee the implementation of the measures and the quality and impact of the programs funded. To date, all of these bodies take their mandates very seriously and fulfill the public's expectations of their responsibilities and their transparency. Meetings of the various advisory bodies are well-attended though at times contentious, yet disagreements reflect a healthy public discourse about what is best for children and youth by an engaged public.

3. Fostering innovation.

New resources provide incredible opportunities for innovation. Oakland has been able to foster innovation based on centering community needs and using grant processes that encourage community generated solutions. Funding “small” and “emerging” organizations and programs over time helps build capacity and has contributed to the growth of many successful national models (e.g., Youth Alive and Youth Radio, etc.) and award-winning programs. For example, the organization "Hack the Hood" combines technology and career navigation skills. It received initial institutional funding from OFCY and went on to win a \$500,000 Google award.

The City has partnered with the school district to address attendance, graduation rates and career preparation. Community organizations are now seen as trusted partners who directly with the highest need families and every school in the city.

4. Promoting collaboration and leveraging of resources beyond revenue generated through the taxes and set-asides.

The dedicated funding created through these ballot measures has provided a foundation for advancing collaboration among multiple systems to meet collective goals (schools, workforce, early childhood, health, juvenile justice). There is now strong collaboration between City departments and schools; non-profits and the city and schools; and between the City and the County most recently, as they work together to implement both City and County early care/preschool measures.

These measures promote a new type of effective public grantmaking which incorporates leveraging opportunities with other funding sources and expands resources available to Oakland children and youth well beyond the funds generated by the taxes and budget set-aside measures. The Oakland Fund for Children and Youth's outside evaluations document that OFCY generates up to 140% of its value in grant matching funds annually from federal, state, and private philanthropy sources. The investment in the new Department of Violence Prevention, including its planning capacity, has already helped to secure a \$1.8 million grant for at risk middle school students.

The Oakland Fund for Children and Youth has historically leveraged dollars across multiple initiatives through grants and city school partnerships due to the shared goal of supporting children's success in school. Efforts include co-funding with First 5 of Alameda County the kindergarten readiness coordinator through a summer pre-kindergarten grant allowing the school district to

expand focus on securing new resources and supports for early learners; the Oakland After School Initiative which blended City, state and federal sources to create a model program at 60 schools; funding for paid internships and career sector exposure for the linked learning efforts of the school district; and blended funding with workforce funds for summer jobs.

The early care Measures AA and C have a built-in strong system of partnership to leverage multiple funding streams for very young children and their families through federal Head Start, state funding, the school district's Early Care and Education Department, and First 5 of Alameda County.

5. Building powerful and enduring community leadership and a strong public constituency.

These measures and the campaigns that brought them into being provided tremendous opportunity for leadership, particularly youth and parent leadership and community engagement. Because Oaklanders actually voted on these measures, many have a sense of ownership and responsibility for them. The passage of the measures is a source of great pride, and, when a measure's implementation does not follow its (and the voters') intention, the level of civic engagement skyrockets.

There is nothing like an election campaign to energize and focus new grassroots leadership. Some of the early leaders from the mid-90's have gone on to elected office and leadership positions in public and private agencies. A parent movement has blossomed into a true political force as a result of the campaigns for childcare. This momentum does not stop with the passage of a measure, but instead grows and develops the power to impact ongoing

change. The development of a new force for political change in the allocation of resources for children, youth and their families is perhaps the greatest cumulative benefit of these ballot measures.

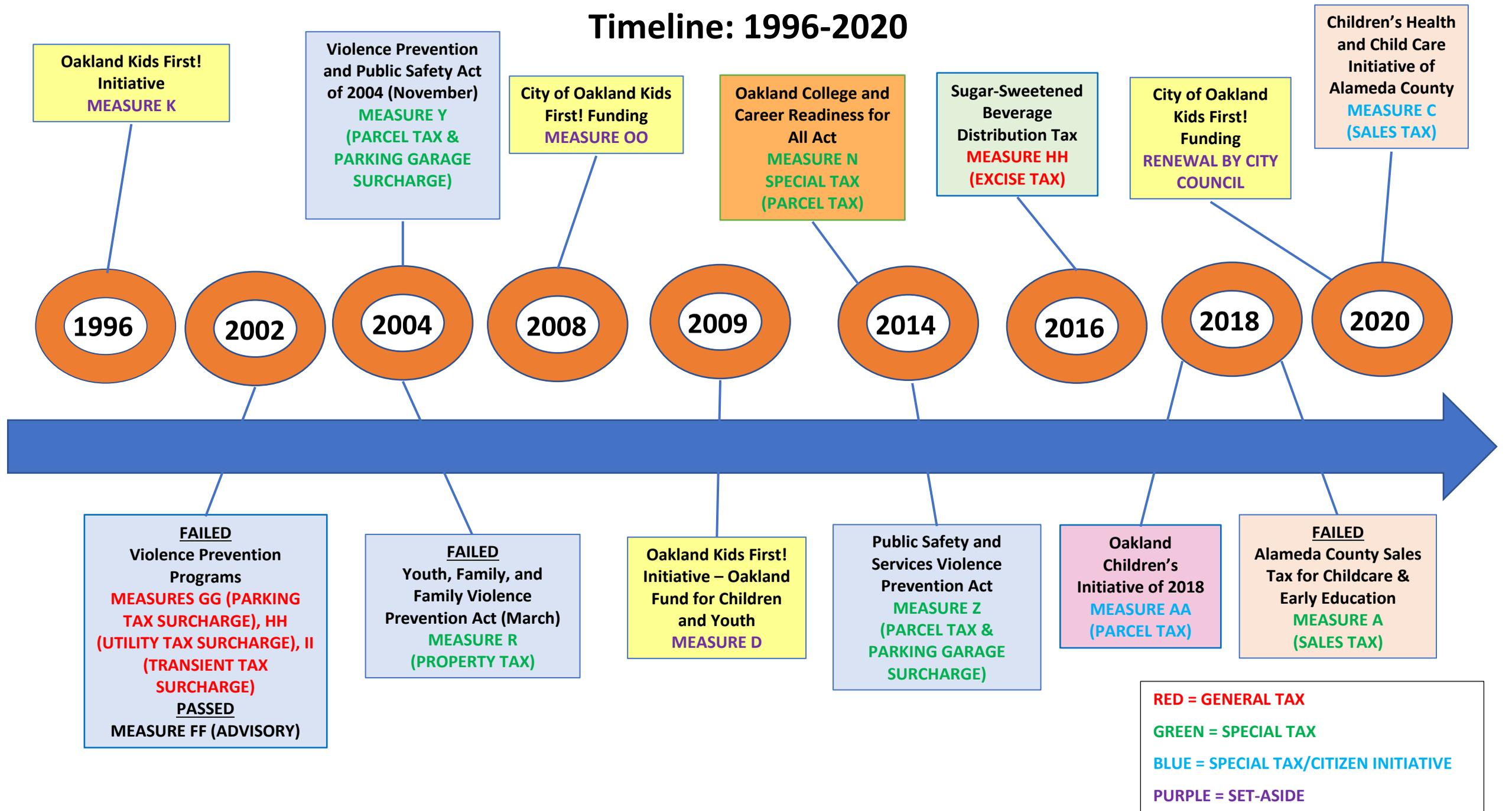
6. Persistence counts!

Oakland's amazing panoply of successful children and youth funding measures has come after hard-fought campaigns, multiple attempts at the ballot, court cases, modifications in language and target populations to respond to changing circumstances, and an ever-expanding network of leaders, endorsers and community supporters. And it continues. Oakland never gives up.

As a result of its local funding measures, Oakland is now much better positioned to continue to leverage resources, plan across all organizations both public and private, inspire new leadership and momentum for collaboration, and implement a vision for a brighter future for children and youth.

Oakland Ballot Measures for Children & Youth

Timeline: 1996-2020



About Funding The Next Generation

Funding the Next Generation was the nation's first initiative to support communities in developing local ballot measures to create dedicated funding for children and youth. The initiative has worked with hundreds of advocates and policymakers throughout California and has prepared numerous documents and tools for those interested in sustainable funding streams and the role local government can play. Previously sponsored by San Francisco State University, it is now sponsored by the Children's Funding Project. As partners they are working to create a national movement to develop local structures and funding to support children, youth, and families.

www.fundingthenextgeneration.org



About Sandra Taylor

Sandra Taylor is the principal author of this report. She was formerly the Director of the Oakland Fund for Children and Youth, and the Children and Youth Services Manager for the City of Oakland. She worked to successfully navigate public processes, build partnerships across systems and drive resources and benefits with an equity lens to strengthen local communities. Taylor is a graduate of Stanford University and earned a Master's in Public Policy at the University of California Goldman School of Public Policy.



About Margaret Brodtkin

Margaret Brodtkin is the founder and director of Funding the Next Generation. She was the Executive Director of Coleman Advocates for Children and Youth for 26 years where she led groundbreaking organizing, advocacy and policy initiatives. She became nationally known for her work to create local funding streams for children and youth, the first in California and among the first in the country. For five years she ran San Francisco's Department of Children, Youth and Their families. She has a BA from Oberlin College and a master's degree in social work from Case Western Reserve University.

Notes 1 - 13:

- (1) U.S. Census Bureau (2021). Population Estimates Program. Retrieved from <https://www.census.gov/quickfacts/oaklandcitycalifornia>.
- (2) Prepared by Hatchuel, Tabernik & Associates, *OFCY Community Needs Assessment and Racial Equity Analysis 2021 Report: Appendices*: U.S. Census Bureau, American Community Survey (ACS); For population 0 – 21, U.S. Census Bureau ACS Table DP05 2019 - 5 Year Estimates; U.S. Census Bureau ACS Table DP05; Youth Population 2010 vs 2019; Oakland Youth Population by Age Group (DPO5); Oakland Youth Demographics, 0 - 24, 2010, American Community Survey, Census Tables B01001 A-I.
- (3) Kids First! Coalition, 1998. *The Kids First! Initiative – A Guide to How One Community Successfully Campaigned for Funding for Children and Youth Services*. Oakland, CA: Kids First! Coalition.
- (4) The Kids First Coalition was a project of the East Bay Asian Youth Center (EBAYC). Early leadership included David Kakishiba of EBAYC, People United for a Better Oakland, Oakland Community Organization, West Oakland Violence Prevention Project, and Narcotics Education League Centro de Juventud. Steering Committee also included Youth Alive!, Centro Legal De La Raza, representatives from Offices of Assemblyman Don Perata and Supervisor Keith Carson.
- (5) San Francisco had passed a Measure in 1991 establishing a set-aside of property taxes and base funding level for children’s services. Early on the core steering committee met with Margaret Brodtkin of Coleman Advocates for Children which initiated and ran the successful campaign for the San Francisco children’s fund.
- (6) The steering committee worked with many others to develop the measure and gained support from local leaders on the School Board (Greg Hodge) a County Supervisor’s office (Dave Brown), the Urban Strategies Council and others.
- (7) Mayor Jerry Brown’s 2002 measure to hire one hundred new cops with funds from increased parking, hotel, and utility taxes. Measure R, the Youth, Family, and Family Violence Prevention act was authored by West Oakland Councilmember Nancy Nadel for the March 2, 2004, ballot and opposed by Danny Wan and Ignacio De La Fuente. From “Measure R: Antidote for Crime?” by Susan Goldsmith Feb 25, 2004, *East Bay Express*. Measure Y was successful in November 2004 with co-sponsoring Councilmembers Nancy Nadel, Ignacio De La Fuente, and Danny Wan.
- (8) Measure Z in 2014 had support from many organizations, notably Youth Alive!, Oakland Community Organizations, EBAYC, Make Oakland Better Now, Jobs and Housing Coalition.
- (8) Sugar-Sweetened Beverage Distribution Tax Ordinance was authored by then Councilmember Annie Campbell Washington after meeting with a group from the dental health subcommittee of the Alameda County Public Health Commission. Anne Campbell Washington asked Councilmembers Brooks and Rebecca Kaplan to co-sponsor and unified City Council.
- (9) Dr. Jared Fine and other public health advocates pulled in support from the Alameda County Dental Society and Alameda Contra Costa Medical Association to get endorsements and donations. Other supporters included Children’s Hospital Oakland, the California Nurses Association, the California Endowment, and Berkeley Media Studies Group.

(10) *OPRYD – 5 Year Accomplishments Report– 2016-2021*. A largely youth serving department, the Director’s letter states that OPRYD serves 1,000 youth daily in summer camp and 800 youth daily in the after school programs under youth development.

- (11) SSB Community Grants to Youth Serving Programs
East Oakland Youth Development Center (EOYDC) \$100,000
Native American Health Center \$95,000
Oakland Soccer Club \$50,000
Safe Passages \$105,000
YMCA of East Bay \$95,000
Acta Non Verba Urban Farm Project \$145,000
Youth Employment Partnership Peer Nutrition \$95,000
Oakland Lacrosse \$100,000
Kids Cooking for Life \$40,000
Friends of Peralta. \$95,000
Soccer without Borders 50,000
HOPE Youth Action Board 95,000
Bay Area Community Services \$145,000

(12) Measure AA was endorsed by local leaders Assemblyman Rob Bonta, Supervisor Wilma Chan, the NAACP and SEIU Local 21.

(13) The Measure C Children’s Steering Committee included Bananas, the Community Child Care Coordinating Council of Alameda County (4Cs), Parent Voices, SEIU 1021, Mark Friedman/foundation support, Dave Brown, expertise from First 5 of Alameda County, and UCSF Benioff Children’s Hospitals.

Interviews:

Funding the Next Generation is grateful to the following individuals for their contributions to this report.

Sara Bedford - formerly Director, Human Services Department, City of Oakland

Kym Johnson - Executive Director, Bananas, Chair - Alameda County Early Care and Policy Committee, Measure AA Oversight Committee

David Kakishiba - Executive Director, East Bay Asian Youth Center (EBAYC)

Ann Campbell Washington - formerly Oakland City Council Member

Dr. Jared Fine, former Director of Dental Public Health of Alameda County Public Health Department, Alameda County Public Health Commission

Priya Jagannathan, Executive Director, Oakland Starting Smart and Strong, project of the Oakland Public Education Fund, Packard Foundation

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