



STARTING A CHILDREN AND YOUTH BALLOT MEASURE CAMPAIGN FOR 2024

Margaret Brodkin, Director Funding the Next Generation

- Orientation to Children and Youth Funds and process for creating them

Jesus Sanchez, Founder/Director Gente Organizada

- Case example – Why the Pomona campaign is starting now for 2024

Nicole Derse, Founder/Principal 50+1 Strategies

- Overview of campaigns – Steps, timelines, funding

JULY 19, 2022/REVISED OCT. 2024

WEBINAR FOR FUNDING THE NEXT GENERATION



WHY A BALLOT MEASURE?

Why We Need Local Dedicated Children and Youth Funds

- How we spend our money reflects our values – a budget is a moral document.
- Children and youth are in crisis. Achieving good outcomes for kids costs money.
- Funding inequity is a major social justice issue.
- The real money is in the public sector.
- Acting locally has great potential – often untapped.



“What gets funded, gets done.”

BENEFITS OF LOCAL CAMPAIGNS FOR FUNDING FOR CHILDREN AND YOUTH

LOCAL GENERAL FUND IS FLEXIBLE

“MAGIC MONEY”

- Local level – where engagement happens, foundation of children’s movement
- Fills gaps in services
- Leverages state, federal, private dollars
- Promotes innovation, coordination and systems reform
- Focuses on prevention
- Facilitates local accountability, leadership and local infrastructure
- Generates public support – people see outcomes
- Leads to more local funding



BENEFITS OF BALLOT VS. ANNUAL BUDGETS

- Only way to raise NEW money - in most cases
- More sustainable – not dependent on annual political debate
- Builds community visibility, knowledge and support – momentum for future issues
- Built-in accountability





WHY START NOW?



Maximize Our New Opportunity!



OVERVIEW of THE TIMELINE

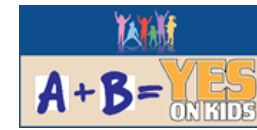
- Legislative bodies put measures on ballot 2.5 – 3 months before elections. For 2024 general – 8/24
- Ideally allow 6 months to collect signatures. Counties can take up to 1.5 months to count, verify, and potentially debate. For 2024 general – submit signatures – early 4/24
- Start signature process (submission, printing, collecting) – from 10/23 on – the earlier the cheaper
- Draft measure – 3 - 4 months – 7/23 latest start
- Build the case, Communicate the need, Organize the base, Research legal and revenue options, Make major decisions about framework of measure. **START NOW!**

ARPA funds must be allocated by end of 2024, and spent by end of 2026

TENTATIVE POSSIBLE TIMELINE – Assuming early signature gathering

Add 3 months for later signatures (higher rates)

Add 6 months or more if local legislature will put on ballot.



**AUGUST 2024 –
MAY 2025**

MAKE CASE
BUILD BASE
RESEARCH
OPTIONS

**JUNE 2025 –
SEPTEMBER
2025**

HIRE LAWYER
DEVELOP PROPOSAL
DRAFT MEASURE

**OCT. 2025 –
APRIL 2026**

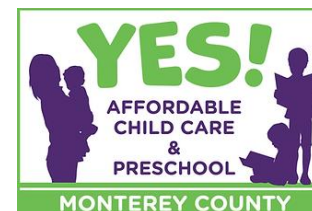
SUBMIT MEASURE
FOR SUMMARY
GATHER
SIGNATURES – 6mo
SUBMIT
SIGNATURES

**MAY – NOV.
2026**

PLAN, FUNDRIASE,
MOUNT A
CAMPAIGN
PLACED ON BALLOT
IN AUGUST

**NOVEMBER
ELECTION
2026
WIN!**

FUNDRIASE FUNDRAISE FUNDRAISE FUNDRAISE



WHAT NEEDS TO BE IN PLACE?

- ▶ **Convening organization**
- ▶ **Dedicated staff support**
- ▶ **Diverse network/coalition that can work together**
- ▶ **CBOs/ALLIES prepared for political engagement**
- ▶ **Baseline information on community needs**
- ▶ **Moderate agreement about priorities**
- ▶ **Passion and willingness to take risks**
- ▶ **Time and motivation to organize the base**
- ▶ **Political champion (if possible)**
- ▶ **Resources to lay groundwork, potential resources for an electoral campaign**





STEPS IN PREPARING A BALLOT MEASURE FOR KIDS



Roadmap For Creating Dedicated Funding

THERE ARE KEY ELEMENTS OF WORK, BUT NO LINEAR PATH
TIMELINE – 2 – 6 YEARS – BUILDING POLITICAL CAPITAL

- **Making the case**
- **Building the base**
- **Crafting the proposal**
- **Mounting the campaign**





MAKING THE CASE

STRATEGIES CAN VARY
DEPEND ON LOCAL CULTURE

- Document need
 - Report Card on state of kids
 - Fiscal map of current funding
 - Identify major gaps
- Build a consensus agenda
 - Bill of Rights
- Communicate the case for investing in children – to public and policymakers



Stockton youth drafting a Children and Youth Bill of Rights
Passed by San Joaquin County Board of Supervisors

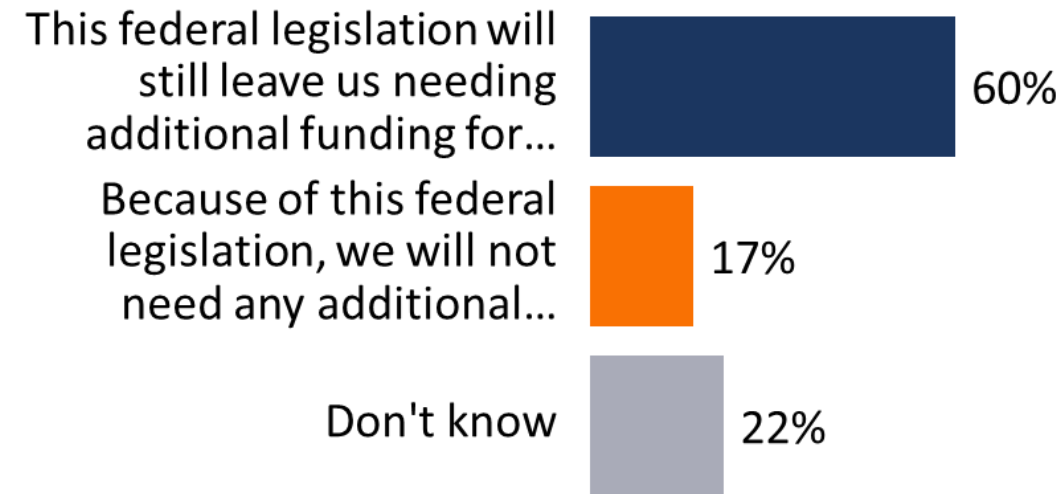
- Restorative interventions and justice when we make mistakes including opportunities to heal from trauma
- Healthy supportive relationships - mentors and support systems that offer dignity and respect, and encourage and inspire as we move toward our dreams and goals
- Communities free of violence, drugs and gangs with safe outdoor places to explore and play.
- Activities that enrich and inspire our lives including exposure to arts, athletics, culture and technology
- Access to equitable quality education
- Opportunities to prepare for workforce - affordable higher education
- Timely affordable physical, dental and mental health care



LESSONS FROM POST PANDEMIC POLLING

- **CHILDCARE** – Heightened awareness of importance of childcare to economy and to family stability.
- **MENTAL HEALTH** – Strain of pandemic highlights need for social and emotional health of children.
- **LOCAL FUNDING SOLUTIONS** – Less than 1 in 10 trust state and federal funds will be the answer. Many are unfamiliar with new funding but maintain position even when educated.

When asked about funding for childcare:



Even as our states and counties are in a fiscal crisis, we have enough money for what we need. Across the U.S., we must challenge the notion that police and prison budgets are untouchable.



Just

1%

of L.A.'s Courts, LAPD, Sheriffs' District Attorney's, Probation's and City Attorney's Budgets = **\$100 Million** and would pay for: **500 full-time peacebuilders/ intervention workers; 50 youth centers open from 3pm - midnight, 365 days a year; and 25,000 youth jobs.**

BUILDING THE BASE

OFTEN OVERLOOKED

- Increasing the political and social capital of children, youth and families.
- Activities can include coalition building, public education, door-to-door outreach, community meetings, house parties, rallies.
- Build a powerful organization driven by community.





ORGANIZE PUBLIC SUPPORT

Social media

Outreach to
community groups

Conferences and
public forums

Mailings and
newsletters

Forums for
speaking out

Board of Supervisors • Open House

SPEAK UP FOR KIDS DAY AT CITY HALL

Wednesday, January 28, 9am to Noon

Do you wish you could tell City Leaders just what they should do for kids? You can!

Every member of the Board of Supervisors has committed to introducing legislation this year to improve the lives of San Francisco's kids. Your input will make sure their legislation meets the real needs of children, youth and families.

How will Speak Up For Kids Day work?
Come at 9am to Room 308 at City Hall, 401 Van Ness Ave. Sign up for a ten minute session with each of the Supervisors. All members of the Board plan to participate. Bring your concerns, questions, ideas, and what you think there oughta be a law about.

Who can come?
All San Franciscans who care about children and youth. Kids are welcome...come with parents, teachers or peers.

What can we ask the Supes to support?
Here are some ideas: Provide universal health care coverage for all low income children; require companies doing business with the city to provide training and jobs for youth; mandate that all youth programs funded by the city be evaluated by the youth themselves; and create an official parent advisory board.

What if I want help preparing for Speak Up For Kids Day?
Optional training: "How to have effective meetings with elected officials." Wednesday, January 14. Come anytime between 5pm and 8pm. at Coleman Advocates for Children and Youth, 2601 Mission Street.

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**Sponsored by Coleman Advocates for Children and Youth,
in coordination with children's service agencies. Call 641-4362 for more information.**





CRAFTING A PROPOSAL

Be open to unexpected opportunities – and compromises

WHAT DO YOU WANT FUNDED?

- Gaps in services – priority needs

LEGAL CONSIDERATIONS

- Options and constraints

POLITICAL CONSIDERATIONS

- Political feasibility and public opinion
- Political champions and allies
- Strength of opposition
- Visible outcome
- Builds political capital

ORGANIZATIONAL CONSIDERATIONS

- Consensus of sponsoring coalition
- Potential volunteers
- Potential to rally parents and constituents
- Resources of advocates

BIG ENOUGH TO MATTER

SMALL ENOUGH TO WIN





ELEMENTS OF A REVENUE MEASURE

- Rationale for measure - findings
- Title of ordinance – GIVE IT A NAME
- Purpose and goals – e.g. prevention
- Fund – amount, revenue source, name
- Services eligible for funding – ages, types, not eligible
- Prevent supplantation – baseline budget
- Oversight – power, appointment
- Administration – department, contracting, costs
- Planning and accountability – public process, evaluation, transparency

RATIONALE FOR MEASURE

What are you committing to? (*ex. racial equity, prevention, civic participation, best practices, the need for collaboration, leveraging resources, maximizing partnerships, accountability, affordability*)

What specific populations will this measure target? (*ex. children in poverty, children in all neighborhoods, homeless children, youth impacted by systems*)

What models of care will be prioritized? (*ex. high quality early care and education, workforce development, evidence-based services, etc.*)

What outcomes are anticipated? (*ex. all children ready for kindergarten, all youth have opportunities for positive development, all providers make a living wage*)

What goals will this measure help the community meet? (*Ex. the health, safety, and school success for individual children; gather data on welfare of children;)*

Goals of RFCY



1. To ensure that Richmond's children, youth and young adults are **physically, emotionally, mentally and socially healthy, educated, successful** in school, and live in stable, safe and supported families and communities;
2. To **increase safety** for children, youth, young adults, their parents/guardians, families and the communities in which they live by **preventing problems and enhancing the strengths** of children, youth, young adults and their families;
3. To ensure young people are provided with **gender-responsive, trauma-informed, population-specific and culturally-competent services**;
4. To **strengthen collaboration** among public agencies and community-based organizations around shared outcomes among all service providers for children, youth, young adults and their parents/guardians;
5. To ensure an **equitable distribution of resources** to all of Richmond's young people in recognition of the importance of investment in their futures from birth through young adulthood;
6. To **fill gaps in services and leverage other resources** whenever feasible.



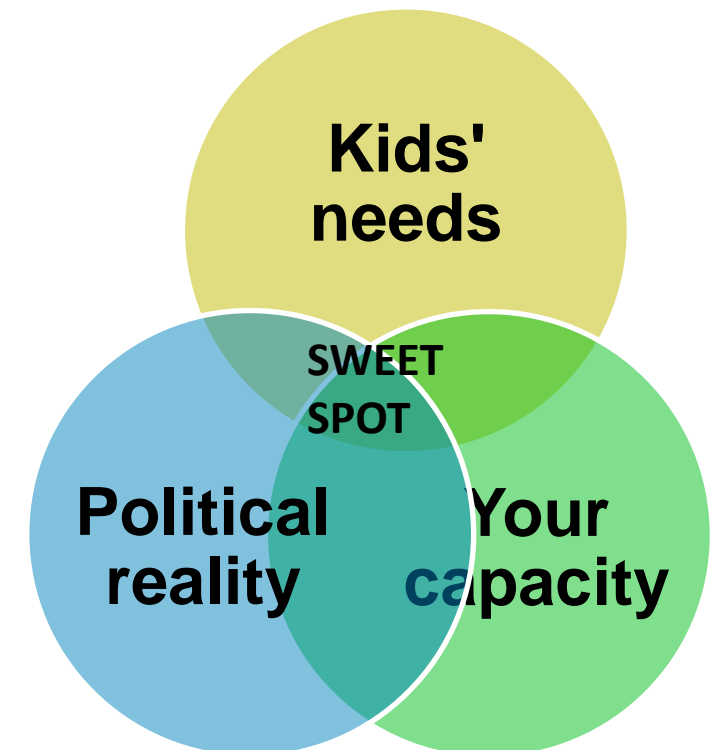
Types of Local Taxes

Type	Activity Taxed	Limits
Local Sales Taxes	Sale of tangible personal property.	Combined 2% limit for all sales taxes within a county, unless statutory exception.
Parcel Taxes	Property's characteristic such as the square footage, the number of units, or any other metric other than property value.	Special tax limits apply. No rate limits.
Business License Taxes	Any type of lawful business.	If configured as a gross receipts tax, the tax must fairly reflect the proportion of the taxed activity within the jurisdiction.
Cannabis Taxes	Lawful businesses that sell non-medical cannabis.	No rate limit.
Utility User Taxes	Utilities, such as electricity, gas, water, and telephone services.	No rate limit.
Transient Occupancy Taxes	Staying 30 days or fewer in hotels, motels, or other lodging facilities.	No rate limit.
Documentary Transfer Taxes	Transfer of title to property.	Local governments have already met statutory maximum.
Real Estate Transfer Taxes	Transfer of real estate ownership.	Limited to charter cities.
Admission Taxes	Entrance costs fees to access sporting events, theaters, parking lots, etc.	No rate limit.

Last updated: August 23, 2021

Set-asides/Carve-outs

- Dedicated portion of existing revenue to children and youth.
- Can be done in charter cities and counties.
- No limit on amount – only what is politically feasible.
- Generally require voter initiative.



Approval for Local Taxes

		Legislative Body Approval	Voter Approval
Local Government Sponsored Measure	General Tax	Legislative body with a two-thirds vote may place on the ballot.	Simple majority approval.
	Special Tax	Legislative body with a simple majority vote may place on the ballot.	Two-thirds approval.
Voter Initiative	General Tax	After signature collection, legislative body places on the ballot.	Simple majority approval.
	Special Tax	After signature collection, legislative body places on the ballot.	Simple majority approval.



Set-asides

- Require amendment of charter – two-thirds of Legislative body to place on ballot.
- Simple majority of voters with voter initiative.





LESSONS LEARNED FROM BALLOT MEASURE CAMPAIGNS

Process Matters

- Build a **shared vision** for the needs and priorities of children and youth in Richmond.
- Continue to **build productive collaborations** across community-based services, community institutions and public agencies.
- **Increase voter registration and turnout** for Richmond residents ages 18-30.
- **Inspire** and improve civic engagement skills of young people.
- Create more **responsiveness and accountability** of government to young people.
- **Engage new funders** and funding sources for children, youth and families in Richmond.
- Grounded in **racial justice and equity**.





Non-profits can lead Untapped political power

Youth and parents – Powerful voice

- Assets – Tradition of social justice, Understand problems close-up, Connected to program participants, Highly motivated.
- Challenges – Funding to lead campaign, Political inexperience, Funded by government, Limited collective action in local budget battles.



Youth & Parent Engagement

Youth and Parent Engagement:

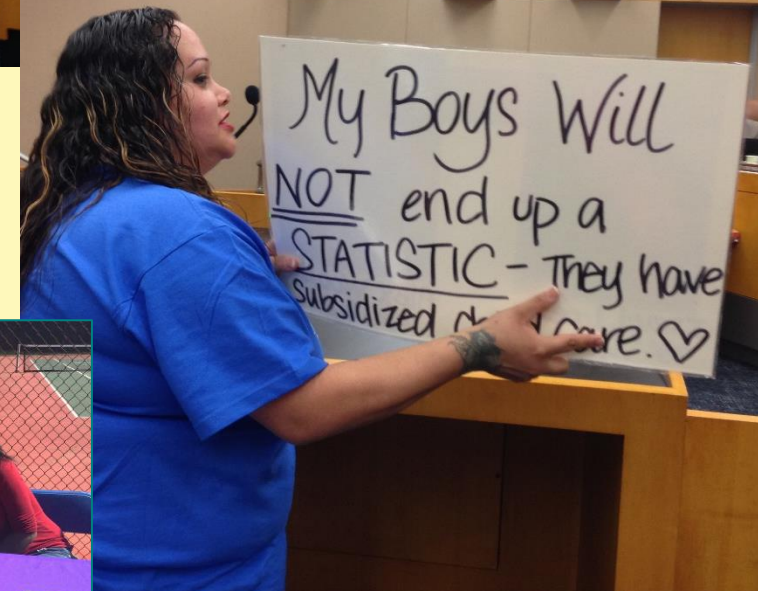
- **Youth and parents at all coalition meetings** for major decisions incl. Adding youth to Dept/Fund Oversight Board (*requirement for coalition members*)
- **Youth centered space for training and development:** political education, understanding the city budget, campaign development, power mapping, research, understanding the poll, media/ messaging training. .
- **Civic Engagement:** Host Candidate Forums during election seasons, voter registration.
- **Incentives** for youth and parents
- **Team Building , networking & Fun!**

Campaign - Field & Communications:

- **Storytellers** and campaign ambassadors - Educate their peers, family and community.
- Social Media and Communications - **trained spokespeople**
- **Canvassing**, door-to-door knocking, phone/text banking etc. + volunteer recruitment -- **engage families too!**
- **Voter (pre)Registration**
- Attend relevant city council meetings
- Hosting Community & Celebration **Events**



Richmond youth question mayoral and council candidates in debate





COORDINATING THE WORK

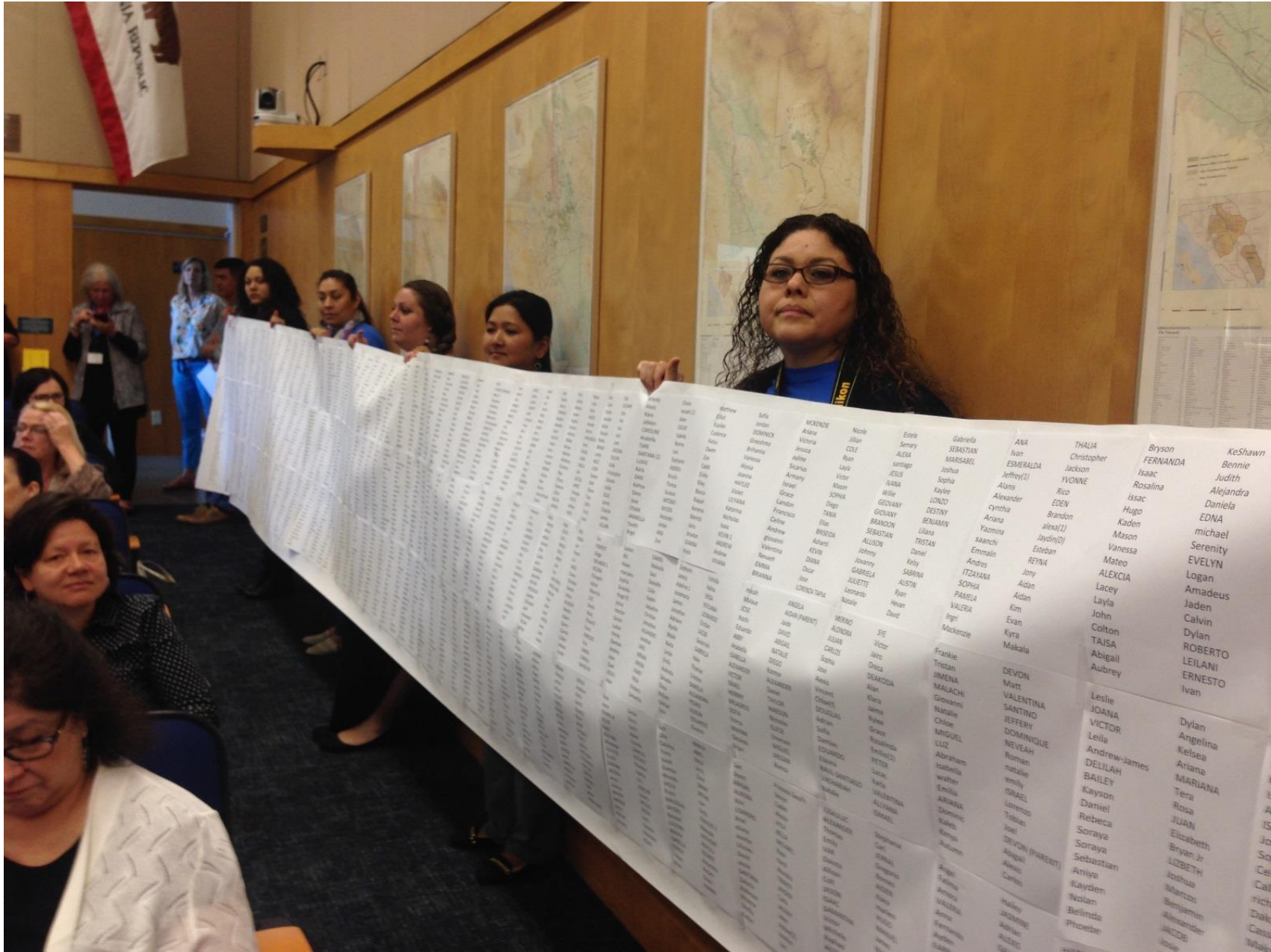
STAFF IS ESSENTIAL.

- **Lack of staff is major barrier to moving forward.**
- **Staff can mobilize the resources of a network and ensure ongoing momentum:**
 - Research
 - Convene meetings
 - Develop materials
 - Train youth, parents, volunteers
 - Liaison with decision-makers
 - Outreach to media
 - Build the coalition





DRAMA HELPS





POWERFUL CHAMPIONS AND ALLIES IN GOVERNMENT

Often there are folks within the bureaucracy who want change as much as outside advocates – Find them and strategize together.

Elected officials may be champions of your cause. Your job is to make it easier for them to convince their peers.





USE THE MEDIA

HAVE A SIMPLE MESSAGE

- Press conferences
- Op-eds
- News releases
- Feature stories
- Follow the c's – crisis, conflict, costumes, celebrities
- Find a news hook.

OFTEN MORE IMPORTANT TO TALK TO THE MEDIA, THAN DIRECTLY TO DECISION-MAKERS.

Children's advocates ask 25% hike in city funding

New programs, ways to add revenue outlined

By Diana Walsh
OF THE EXAMINER STAFF

A children's advocacy group has joined the debate over The City's annual budget, asking Mayor Agnos to spend an additional \$18.6 million on new programs for children and teen-agers.

Saying one in 10 babies born in San Francisco has been exposed to drugs and almost half of all babies are born into poor families, Coleman Advocates for Children and Youth, a nonprofit organization, has prepared a detailed budget proposal for Agnos, the Board of Supervisors and more than 80 city officials.

"When you have a city where 42 percent of the births are to people who are poor, we've got a crisis," said Margaret Brodtkin, executive director for Coleman. Children make up almost 18 percent of San Francisco's population.

Scott Shafer, the mayor's press secretary, said it was too early to tell how much of The City's budget would be spent on children's services. Shafer cautioned that the 1990-91 budget would be exceptionally tight because of massive costs related to the October earthquake.

"Every group wants more money for its own set of issues," Shafer said. "The problem is there's a limited pot of money to go around."

\$75 million spent on kids

Brodtkin estimated that The City spent \$75 million — or 6.2 percent of the general fund — during the 1989-90 fiscal year on children's services. Under its 1990-91 budget proposal, the Coleman group asks the mayor's office to increase the total expenditure by more than 25 percent, for a total of

THE WELL-BEING OF CHILDREN

Overall, the well-being of San Francisco's children continues to decline



SOURCE: Coleman Advocates for Children and Youth

EXAMINER GRAPHICS

\$93.6 million.

The group's recommendations for The City's budget include spending:

- \$4 million on a subsidized work and apprenticeship program for all high school students.
- \$1.75 million on increased police patrols at elementary, middle and high schools.
- \$1 million on a residential treatment program for mothers with substance-abuse problems.
- \$2 million on a citywide health program targeting teens.

According to the Coleman proposal, the number of youths arrested in San Francisco has risen from 10 in 1980 to more than 900 in 1989. Meanwhile, the number of abused and neglected children in foster care has increased 78 percent in the last five years, and the number of parents who gave birth without having any health insurance has grown 300 percent in four years.

Outline for more programs

The group has outlined a number of ways The City can pay for the additional programs, including taking funds from other city programs and reallocating tax revenue.

"We are not proposing to pay for these programs with new taxes for The City," Brodtkin said. "We accept the fact that we just can't make government bigger."

To raise the additional \$18.6 million in revenue for the new youth programs, the group recommended that the mayor's office:

- Retain a 0.1 percent business tax, which is scheduled to end this year, to raise \$6 million.
- Allocate a minimum of \$4.6 million from the new tobacco tax.
- Cut \$2 million from the Fire Department's budget by eliminating unnecessary positions, consolidating fire stations and reducing overtime and sick time.

Fire Department officials said they could not operate safely or efficiently with a \$2 million cut.

"We are down to our bare minimum," said John Boscacci, deputy chief for administration.

This is the second year Coleman has presented San Francisco officials with a "Children's Budget." Last year, the group called for a \$7.6 million increase in spending.

In response, Agnos added about \$5.5 million in children's services, including youth employment and latchkey programs.



PREPARE FOR OPPOSITION



- Anti-tax, Anti-government
- Protecting turf and status quo
- Competing priorities – roads and cops
- Not the right time
- Not the right approach





PERSUASION AND PRESSURE

PERSUASION

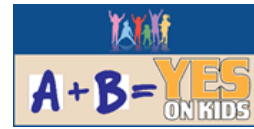
Information, Reports, Meetings, Letters, Testimony, Op-eds, Site visits, Calls

POLITICAL HARDBALL

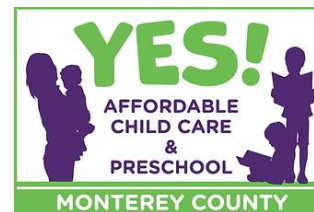
Demonstrations, Petitions, Direct critique/report cards, Guerilla theatre, Press events, Circumventing the traditional process



TENTATIVE POSSIBLE TIMELINE



FUNDRIASE FUNDRAISE FUNDRAISE FUNDRAISE





Not yet ready for a single dedicated measure?

**CONTINUE TO BUILD THE MOVEMENT.
NO MONEY NO JUSTICE.**

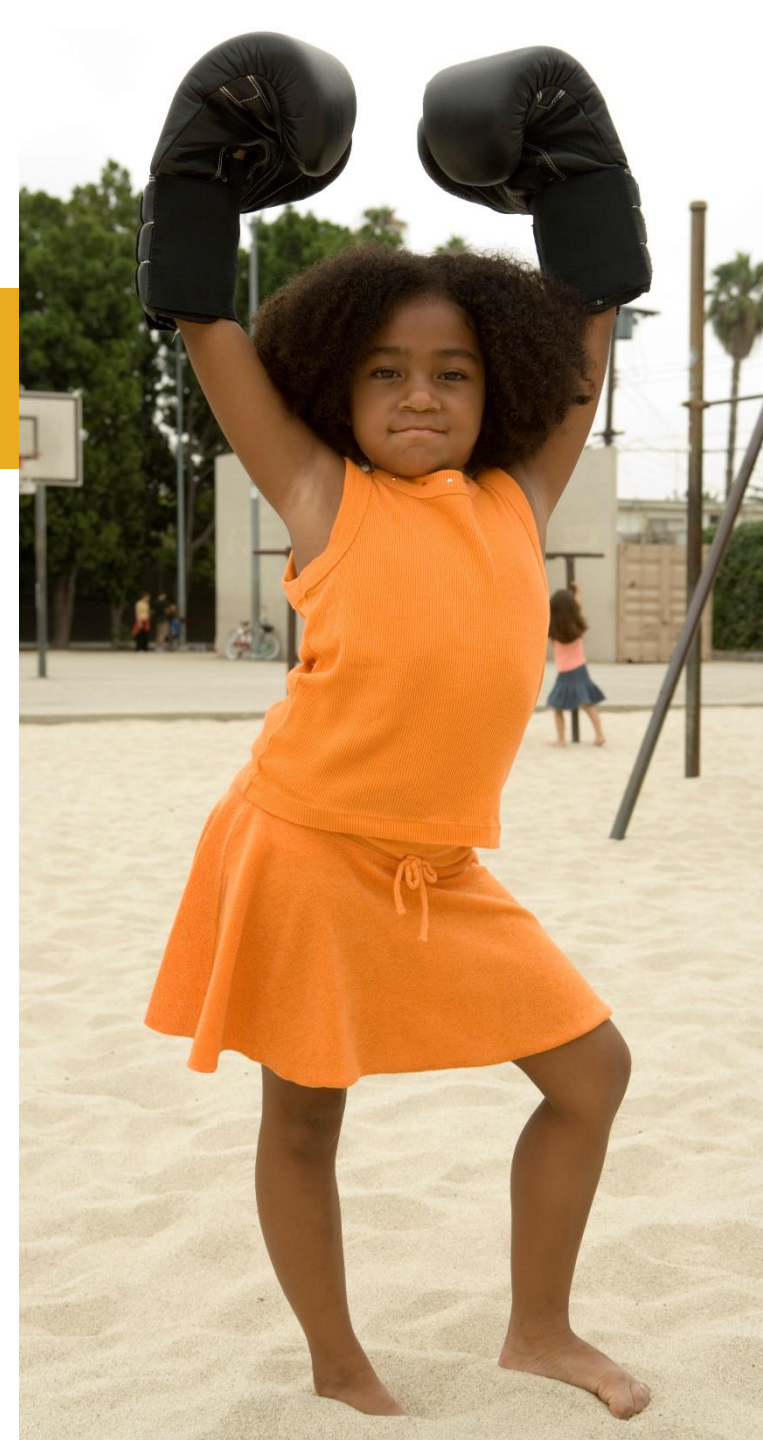
Keep eyes open for emerging local measures. Get a seat at the table when new money could become available.

Form alliances with related advocacy and social justice groups – homelessness, mental health, housing.

Build alliances with organizations and people with money for campaigns – public employee unions, hospitals, teachers unions.

Consider creating civic infrastructure first – departments, offices, cabinets, councils.

Keep vision of full funding alive. Don't let anyone think that the problem is solved – until it is.



FUNDING THE NEXT GENERATION



- ▶ Provides technical assistance to coalitions working on local funding streams for children and youth – A team of experts will hold your hand.
- ▶ Sponsors learning communities and conferences
- ▶ Support includes speaking, convening, facilitating, trouble-shooting, coaching, and more.
- ▶ Numerous tools and resources are available.

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