



FUNDING THE NEXT GENERATION

LOCAL PUBLIC FUNDING CAMPAIGNS FOR KIDS IN 2020

Despite all of the barriers that were faced by children and youth this year, there were some amazing victories – as well as heroic efforts that will ultimately make it over the finish line as we all move forward. Below are some of the basics of efforts around the state. The list is incomplete. Reflections and details will follow as we analyze the year.

Children's Ballot Measures

Alameda County – In March Alameda County passed a sales tax for services for young children, which will generate approximately \$120M each year. This was a second effort and entailed a strong coalition of the Early Care community, labor, and the local children's hospital.

San Francisco City and County – In November San Francisco passed the last in a series of measures that will ensure funding through its gross receipts tax for young children that will generate approximately \$120M each year.

Sacramento – In March, the City of Sacramento voted on a budget set-aside to create a Youth Fund. It received 45% of the vote. The Sac Kids First coalition led the campaign – first gather signatures to place it on the ballot. The coalition is broadening and preparing for the next campaign in 2022, which the Mayor has agreed to lead.

San Joaquin County – A cannabis tax was on the November ballot that would dedicate half of the dollars for children. It received 65% of the vote, coming close to the required 2/3, but did not pass. This was the second effort by a dynamic coalition called the San Joaquin Children's Alliance.

Tax Measures Featuring Children and Youth

Contra Costa County – Early care advocates joined a county-wide coalition to increase the sales tax and generate approximately \$80M annually. Early care was a featured part of the campaign and will receive funding based on decisions of the Board of Supervisors.

Long Beach – Long Beach passed an oil tax. Youth advocates played a major role in the development of the measure and the campaign and expect to receive the bulk of the \$1.6M generated annually. Youth services were the main feature of the city's plan for the use of the funds. Khmer Girls in Action, which co-led the campaign intends to continue its efforts for a larger revenue source and a future campaign.

Sonoma County – Sonoma County passed a sales tax that will generate \$25M annually for mental health, including children's mental health. First 5 advocates worked hard to ensure that children's mental health needs were a part of the plan.

Reallocation measure for community investment – Measure J passed by 57% of the vote in the County of Los Angeles. It was a set-aside of 10% of the county discretionary funds, which will get close to being \$1B. The money is for "community investment" and covers a wide range of alternatives to incarceration from jobs to mental health. Youth Development is to be a high priority. It is anticipated that most funds will be reallocated from public safety. This was probably the most expansive measure in the country to move funding from police and law enforcement to prevention.

CARES funding allocated to children and youth – Fresno and San Diego Counties head our list of the counties that allocated the most CARES Act resources going to support children and Families. Fresno allocated \$10M to a new Health Equity initiative that primarily funded grassroots outreach to low income families and is training 100 grassroots workers (Promotora) to conduct the outreach. The creation of the program was the result of a broad coalition of non-profits, the City and the County of

Fresno, the county's Cradle to Career initiative, and immigrant and African American coalitions. San Diego County allocated \$30M for a variety of ways to support children and incentivized the City of San Diego to allocate another \$5M. This was the first money ever dedicated to childcare in both the city and county budgets. Funds will go to support care for essential workers. This achievement was the result of a broad coalition, staffed through leadership of the YMCA San Diego.

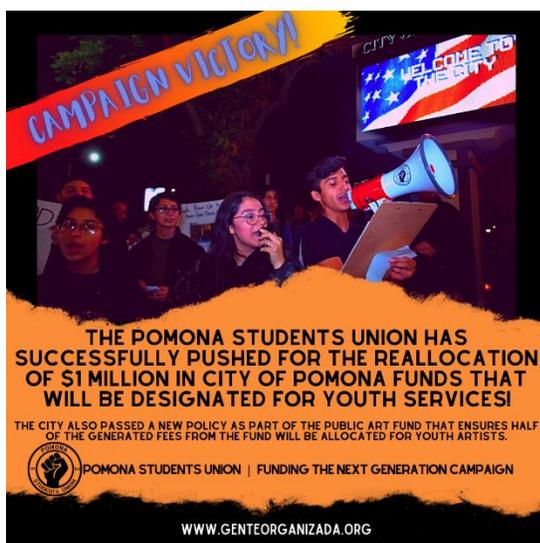
Most of the CARES Act money that came to cities and counties and went specifically to children and families was for childcare for essential workers. We have listed the counties that allocated over \$1M to children. That included Santa Clara, San Mateo, Los Angeles, San Bernardino, Riverside, Orange, El Dorado, Solano, Yuba, and the City of Santa Rosa. The First 5 Association is tracking the details of these allocations and will be producing a public report soon.

Budget Increases for Kids – We have followed 3 amazing budget advocacy stories around the state, particularly impressive given the enormous competition for resources in the past six months. All were the culmination of significant organizing.

Santa Ana – Organizers from Resilience Orange County have been fighting for local resources for youth for over 3 years. Their work has included a budget analysis, joining forces with others as part of a People's Budget Coalition, and maintaining an ongoing campaign of budget advocacy through a staff person dedicated to that task. After a cannabis tax passed, they worked with the Youth Commission to have half of it go to youth, about \$4.5 M.

Sacramento – After the ballot measure loss in March 2020 (see above), the Sac Kids First coalition remained strong and began pushing for a future measure and increases in funding. As a result of all the pressure, the city allocated \$9 M from federal stimulus funds for new youth jobs, youth mental health, youth pop-ups and other youth services.

Pomona – Gente Organizada, a community-led social action organization, has led a relentless campaign for resources for the youth of Pomona, aspiring ultimately to have a ballot measure to institutionalize a city youth fund. They created a detailed budget analysis showing vast inequities in their local budget. Due to the ongoing pressure, the City Council, which has been resistant to this change, this year allocated the first new money for youth ever, even in the face of deficits and COVID 19 - \$1M for youth programs, with a promised \$1 M to come.



NOTE: As stated, this list is not complete. If you know of other budget or revenue successes, we would love to hear about them. Contact: Margaret Brodtkin, margaret@fundingthenextgeneration.org