



Youth and Family Ballot Measures

San Francisco – November 2014



PROP C

Children's Fund; Public Education
Enrichment Fund; Children and
Families Council; Rainy Day Reserve

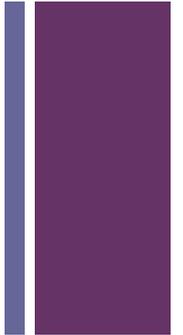
+ Why it's on the ballot

- The Children's Fund and Public Education Enrichment Fund are set to expire June 30, 2016 and June 30, 2015, respectively. Prop C protects San Francisco from losing \$125M in funding for our schools and critical programs for children and youth.
- Services for children and youth must be better coordinated and strategic. This initiative formalizes a plan to ensure that no matter who sits in leadership positions, coordination will happen.
- Placed on the ballot in a unanimous 11-0 vote by the San Francisco Board of Supervisors

+ CHILDREN'S FUND

The Way It Is Now

- Created in 1991, receives dedicated portion of the property tax that the City collects each year (3 cents for each \$100 assessed property value)
- Provides services for children under 18 years of age, including child care, health services, job training, social services, educational, recreational, and cultural programs, and delinquency prevention services
- FY14, City deposits \$49M into fund
- DCYF administers the fund and the Mayor appoints a 15-member advisory committee
- Expires June 30, 2016



+ CHILDREN'S FUND

The Proposal

- Extend the Children's Fund and property tax set-aside for 25 years, until June 30, 2041 and change name to "Children and Youth Fund"
- Increase the property tax set-aside gradually over the next four years to 4 cents for each \$100 assessed property value. *(would not increase or change property taxes; it would only affect the amount of property tax revenues set aside for the fund)*
- Extend the age group served by the Children's Fund to include "Disconnected Transitional-Aged Youth" (aged 18 - 24 years old)
- Change current three-year planning cycle for spending to a five-year cycle, and set out additional steps in the cycle



PUBLIC EDUCATION ENRICHMENT FUND: The Way It Is Now



- Created by voters in 2004, City contributes a certain amount to PEEF each year, based on City's General Fund revenues
- FY14 City contributes \$77.1M
- Charter requires funds be distributed as follows:
 - One-third to SFUSD for arts, music, sports, and library (SLAM)
 - One-third to First Five Commission for universal preschool programs for 4-year-olds
 - One-third to the School District for general education purposes (the 3rd third, mostly used for student support services)
- PEEF will expire on June 30, 2015



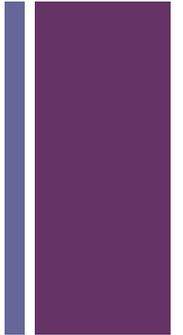
PUBLIC EDUCATION ENRICHMENT FUND: The Proposal



- Extend PEEF for 26 years, until June 30, 2041
- Extend funding for universal preschool to include 3-, 4- and 5-year-olds, but would still give priority to 4-year-olds. Funding could also be used to develop services for children from birth to three years old.
- Eliminates “in-kind” contributions by the City in 3rd third
- Removes “trigger” function by which the City could reduce its contribution to the fund by 25% based on a forecasted City budget deficit of \$100M or greater



OUR CHILDREN, OUR FAMILIES COUNCIL - NEW

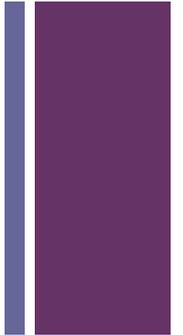


- Creates an Our Children, Our Families Council to advise the City and School District on needs of children and families in SF and on priorities, goals, and best practices for addressing those needs
- Mayor would chair the Council, and would invite Superintendent to serve as co-chair. Other members would include heads City and SFUSD departments, and members of the community.
- Every five years, the Council would adopt an Our Children, Our Families Plan to recommend new City policies and programs for children and families in SF
- **Purpose** – to create a more coordinated and efficient system of services

+ RAINY DAY RESERVE

The Way It Is Now

- The City has a Rainy Day Reserve. When City collections increase by more than 5% over the year before, the City deposits half of the amount over 5% in the Reserve.
- City may collect money out of the Reserve only when:
 - It collects less money than it did in the previous year. In this case, the money would be used for City operations.
 - The School District collects less money per student than in the previous year and plans significant layoffs. In this case, the City may give up to 25% of the money in the Reserve to the School District.



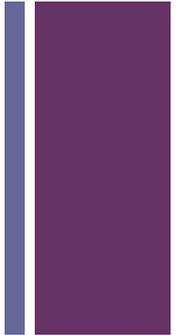
+ RAINY DAY RESERVE

The Proposal

- Divide the existing Rainy Day Reserve into a City Rainy Day Reserve and a School Rainy Day Reserve
- 25% of future Rainy Day deposits would go to the School Reserve and 75% would go to the City Reserve
- School District could withdraw up to half the money in the School Reserve in years when it expects to collect less money per students than in the previous fiscal year and would have to lay off a significant number of employees
- The School Board could, by two-thirds' vote, override those limits and withdraw any amount in the School Reserve in any year



Oversight and Management



- Creates an 11-member Children, Youth and Their Families Oversight and Advisory Committee to participate in the planning process and oversee DCYF and administration of the Children's Fund
- Create a citizen advisory committee for the early education portion of PEEF (advisory committee already exists for SFUSD portion of the funds)
- Creation of Children and Families Council for overall coordination (as explained in previous slide)
- **Ballot measure Requires 50%+1 vote to pass**



Endorsements



YES

- Mayor Ed Lee and all 11 Supervisors
- Board of Education and the teachers union
- Parent groups and many community organizations
- Childcare providers
- Every Democratic Club
- Arts organizations like the Symphony and Museum of Modern Art
- Many more (see ourchildrenourcity.com for list)

NO

- SF Libertarian Party



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PROP E

Tax on Sugar-Sweetened Beverages

+ Why it's on the ballot

- 1 in 3 children born today will develop type II diabetes if they continue the current trend in sugar-sweetened beverage consumption. Consumption of sugar-sweetened beverages is linked to myriad of serious health problems.
- If the price of a sugar-sweetened beverage goes up, people will be less likely to purchase it. Add in an education campaign on the dangers of these types of beverages and consumption is projected to go down.
- Put on the ballot by 6 to 4 vote by Board of Supervisors
 - YES: Campos, Chiu, Cohen, Farrell, Mar, Wiener
 - NO: Breed, Kim, Tang, Yee
 - EXCUSED: Avalos



How it works



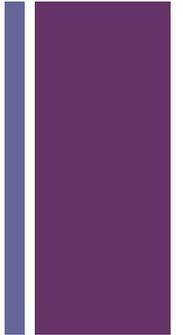
- Places a tax of 2 cents per ounce on sugar-sweetened beverages; distributors would be responsible for paying the tax
- Sugar-sweetened beverage = contains **added sugar** and **25 or more calories per 12 ounces**, including some soft drinks, sports, drinks, iced tea, juice drinks, and energy drinks
- Beverages not subject to the tax, even if containing added sugar: diet sodas, milk, soy milk, rice milk, almond milk, 100% fruit/vegetable juices, infant formula, meal replacements, supplemental nutrition beverages, syrups/powders sold for mixing to make sugar-sweetened beverages

+ How funds will be used

- Projected to generate between \$35M to \$54M annually
- Funds must be used only for new or expanded programs
- 40% to SFUSD for student nutrition services and expansion/improvement of physical education programs
- 25% to Recreation and Park Department for recreation centers and organized sports and athletics, with priority given to programs serving low-income and underserved communities
- 25% to Department of Public Health and Public Utilities Commission for healthy food access initiatives (water filling stations, oral health, public education campaigns, etc.)
- 10% to Department of Public Health for community grant programs in health-related areas



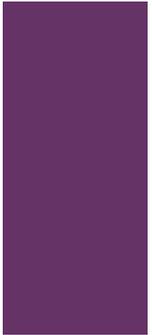
Oversight and Management



- 15-member Healthy Nutrition and Physical Activity Access Fund Committee would advise the Mayor, the Board of Supervisors and City departments on spending recommendations and to review effectiveness in addressing goals of the legislation – committee comprised of public health professionals, community reps, parents, youth, and city dept reps
- **Ballot Measure requires two-thirds vote to pass**



Endorsements



YES

- Medical community, including American Heart Association, CA Medical Association, CA Dental Association, etc.
- Education community, including Board of Education, teachers union, SF Parent PAC, San Francisco PTA, PPS, etc.
- SF Parks Alliance, League of Conservation Voters, Trust for Public Land
- Project Open Hand, SF-Marin Food Bank
- Sen. Mark Leno, Assem. Phil Ting & Tom Ammiano, 8 SF Supervisors, Former Mayor Art Agnos, etc.
- Labor Community, including SEIU 1021, United Food and Commercial Workers 648
- Many more individuals and organizations

NO

- American Beverage Association
- SF Republican Party
- Harvey Milk Democratic Club
- SF Young Democrats
- Chinese American Democratic Club



PROP H

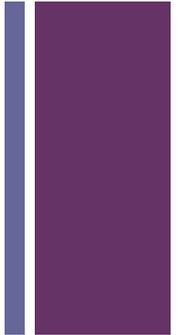
Requiring Certain Golden Gate Park
Athletic Fields To Be Kept As Grass
With No Artificial Lighting

+ Why it's on the ballot

- New turf fields and related lighting for the 7-acre Beach Chalet Athletic Fields were approved by the Board of Supervisors in 2012, but opponents were not satisfied with the outcome. They have appealed permit approvals and sued the city, but lost. They decided to take the question to the voters and began collecting voter signatures to put this initiative on the ballot.
- The environmental impact outweighs additional playtime for kids.

+ What it does

- Requires the City to keep natural grass at all athletic fields in Golden Gate Park west of Crossover Drive
- Prohibits nighttime sports field lighting in these areas
- Prop H and Prop I concern the same subject matter. **If both measures are adopted by the voters (50%+1 is required), the measure approved by the least number of voters will not go into effect.**



+ Endorsements

YES

- Sierra Club
- Coalition to Protect Golden Gate Park
- Friends of Lands End
- SF Ocean Edge
- SF Green Party
- Richmond Community Association

NO

- Senator Dianne Feinstein
- Mayor Ed Lee, 9 Supervisors
- San Francisco Democratic Party
- SF Parks Alliance, The Trust for Public Land
- Alliance for Jobs, SPUR, SF Police Activities League
- SF Parent PAC
- SF Chamber of Commerce



PROP I

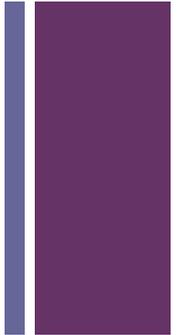
Renovation of Playgrounds, Walking
Trails, and Athletic Fields

+ Why it's on the ballot

- City officials (Breed, Chiu, Farrell, Mar, Tang, Wiener, Yee) responded to Prop H by placing Prop I, a pro-turf measure, on the November ballot.
- The question at hand was supported by 10 of 11 Supervisors in 2012. The Planning Commission, the board of permit appeals, and the California Coastal Commission have signed off on the plans. The environmental impact review has been upheld in court.
- Artificial turf is easier to maintain than real grass and can take more abuse; existing Beach Chalet fields can't be used when wet and are closed much of the year. Additionally, there is a shortage of playing fields for the City's youth.

+ What it does

- Amends the Park Code so that the City shall allow renovations to any children's playground, walking trail or athletic fields if the renovation satisfies the following conditions:
 - Rec and Park Dept has determined that the renovation would double the public's use; and
 - An environmental impact report has been certified if required by law
- Renovations could include installing artificial turf or nighttime lighting on athletic fields
- The Board of Supervisors could by two-thirds' vote amend this ordinance without voter approval





Endorsements



YES

- Senator Dianne Feinstein
- Mayor Ed Lee, 9 Supervisors
- San Francisco Democratic Party
- SF Parks Alliance, The Trust for Public Land
- Alliance for Jobs, SPUR, SF Police Activities League
- SF Parent PAC
- SF Chamber of Commerce

NO

- Sierra Club
- Coalition to Protect Golden Gate Park
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