

2016 BALLOT INITIATIVES

IMPACTING COMMUNITY COLLEGES

August 2016



WELCOME



COMMUNITY COLLEGE LEAGUE
OF CALIFORNIA



The Community College League of California, in partnership with the Community College Public Relations Organization (CCPRO).

Webinar Objective:

We want you to have information and facts about the 2016 ballot initiatives so that your stakeholders can make informed decisions and know how to support community colleges.

OVERVIEW OF THE BALLOT

- A total of 17 initiatives have qualified for the ballot, the most for an election since 2000.
- Low voter turnout in 2014 resulted in the lowest initiative signature requirements the state has seen since 1982.
- According to the LA Times, between funding signature gathering efforts and campaigning, more than \$452 million was spent on ballot measures in California in 2016.



November 8, 2016

WHAT'S AT STAKE FOR COMMUNITY COLLEGES

- For community colleges, two important initiatives are at stake - Proposition 51 and Proposition 55.
- Proposition 51 is a \$9 billion K-14 facilities bond. Proposition 55 is the temporary continuation of tax generated resources for schools and community colleges.

PRESENTERS

Proposition 51

Presenter:

- Rebekah Cearley

- Website:

www.californiansforqualityschools.com

Proposition 55

Presenter:

- Jennifer Wonnacott

- Website:

<http://www.protectingcalifornia.com>

PROPOSITION 51

School Bonds: Funding for K-12 School and Community College Facilities.

- Authorizes \$9 billion in general obligation bonds
 - \$3 billion for new construction
 - \$3 billion for modernization of K-12 public school facilities
 - \$1 billion for charter schools and vocational education facilities
 - \$2 billion for California Community Colleges facilities.
- Maintains existing authority to levy developer fees to fund school facilities, until new construction bond proceeds are spent or December 31, 2020, whichever is earlier.
- Forbids amendment to existing State Allocation Board process for allocating these funds.

PROPOSITION 51

- State General Fund costs of \$17.6 billion to pay off bonds over a period of 35 years.
- According to Legislative Analyst Office (LAO), if the facilities bond passes, state debt will be \$500 million annually.
 - Up less than half percent
 - Keeps the total state debt at about 1%

PROPOSITION 55

- CTA, SEIU, the California Medical Association, and others qualified the “Children’s Education and Health Care Protection Act of 2016” – also known as the Proposition 30 extension.
 - Campaign website: www.protectingcalifornia.com
- The California Children’s Education and Health Care Protection Act of 2016 would temporarily extend for 12 years current tax rates on the wealthiest 2% of Californians, defined as singles earning more than \$250,000 and couples earning more than \$500,000 a year. The quarter-cent sales tax increase that was part of Proposition 30 expires as planned at the end of the year.

PROPOSITION 55

- The initiative would generate \$8-11 billion per year.
- Revenues would continue to be deposited into the Education Protection Account, a dedicated fund where monies go directly to public schools and community colleges.
- Revenues would also be used to improve access to health care for low-income children and their families.
- Funding state reserves would be the next priority after funding for the Education Protection Account.
- Health care for the poor would receive 50 percent of the remaining money, with the rest going to the General Fund.

PROPOSITION 55

- **Currently, community colleges receive around \$210 million per year from the Education Protection Act (Prop 30).**
- **A YES vote on this measure means: Income tax increases on high-income taxpayers, which are scheduled to end after 2018, would instead be extended through 2030.**
- **A NO vote on this measure means: Income tax increases on high-income taxpayers would expire as scheduled at the end of 2018.**

OUTLOOK

□ Impact of a crowded ballot

- Challenge in messaging
- Information overload
- Opportunity to package issues together

According to the April 2016 poll, “Californian’s and Education,” by the Public Policy Institute of California:

	Proposition 30 Extension	Statewide School Bond
Likely Voter Support	62%	63%

EDUCATING VS. ADVOCATING

- A state or local government agency may provide factual information and analysis about the purpose, provisions, or estimated impact of bond issues or ballot measures.
- We must be cautious to communicate in a way that is neutral so it cannot be construed as urging a particular result.
- We are prohibited from using public resources to campaign for or against a ballot measure, including communications such as advertising, printing or email.

LOCAL ROLE IN ADVOCATING

Some ideas for educating your constituencies:

- Provide an information item to your board with the facts about the ballot measure and estimated impacts on your college or district.
- As elected officials, boards can choose to pass a resolution to support or oppose ballot measures. Some will choose to stay completely neutral. They can do this because they are elected officials.
- Post information on your websites, ideally the same information provided in a public board meeting. This would state just the facts and estimated impact to your district or college.
- You can urge students to vote but not what to vote for or against.

LOCAL EXAMPLES



Education

- Board Resolution
- Informational Item
- Get Out The Vote (GOTV)



Advocacy

- Marketing flyer
- Mass Mailing
- Urge students to vote a specific way

Thank You!



Important Resources:

The California Fair Political Practices Commission guidelines:

<http://www.fppc.ca.gov/learn/campaign-rules/campaign-related-communications-at-public-expense.html>

Sample Board Resolutions:

Prop. 51: <https://www.caccfc.org/ccfcpcac.html>

Prop. 55: <http://www.protectingcalifornia.com/act>

Proposition Analysis: <http://www.lao.ca.gov/BallotAnalysis/Propositions>

Capital Outlay Plan:

<http://californiacommunitycolleges.cccco.edu/Portals/0/Reports/2017-18-Five-Year-Capital-Outlay-Plan.pdf>

Questions?

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