

Measure A (2018): Sales Tax Extension

SILICON VALLEY COUNCIL OF NONPROFITS (SVCN)

Measure A (2012)



SVCN Strongly Supported Measure A in 2012

- Secured nonprofit endorsements
- Assisted with volunteer recruitment

Nonprofits also received direct funding from Measure A

Measure A 2012 vs. 2018



MEASURE A (2012)

General sales tax passed by voters in November 2012 (57%)

1/8 cent sales tax to expire in January 2023

General tax with ballot language identifying local priorities:

- Law enforcement and public safety
- Trauma and emergency room services
- Health coverage for low-income children
- Economic development and job creation
- Housing for the homeless
- Programs to help students stay in school

MEASURE A (2018)

Extends current 1/8 cent sales tax to be ongoing

Estimated to raise \$50M annually– does not raise **new** money

General tax with ballot language identifying local priorities

- Law enforcement and public safety
- Trauma and emergency care
- Affordable housing
- Supportive services for the homeless
- Transit for seniors and the disabled
- Children and family services
- Agricultural preservation
- Mental health services

BOS Guiding Principles for Allocation of Measure A (2012) Funds



County safety net services (e.g. Health, Social Services and Public Safety)

Programs that ensure the County's compliance with state and federal mandates

Programs that enable the County to leverage funds to gain additional federal, state or philanthropic revenue

Rebuilding the County's administrative infrastructure that had been devastated by ten years of budget cuts

Rebuilding the County's facility infrastructure by funding preventive maintenance

Measure A (2012) Funded Nonprofits Temporarily



Organization	Total Allocation	Term	FY 2014-15	FY 2015-16
United Way Silicon Valley	\$500,000	1 year	\$500,000	
Healthier Kids Foundation	\$1,168,200	2 years	\$584,100	\$584,100
Kids in Common	\$385,400	2 years	\$192,700	\$192,700
TeenForce	\$90,000	2 years	\$45,000	\$45,000
Fresh Lifelines for Youth	\$300,000	2 years	\$150,000	\$150,000
Goodwill Silicon Valley	\$599,220	2 years	\$299,610	\$299,610
South Bay Legal Immigration Services Network	\$1,140,000	2 years	\$570,000	\$570,000
Sacred Heart Community Service	\$490,000	2 years	\$245,000	\$245,000
Law Foundation of Silicon Valley	\$676,400	2 years	\$338,200	\$338,200
Project WeHOPE	\$153,300	2 years	\$76,650	\$76,650

Measure A (2012) Funded Nonprofits Temporarily



Organization	Total Allocation	Term	FY 2014-15	FY 2015-16	FY 2016-17
Outreach	\$2,250,000	3 years	\$750,000	\$750,000	Reallocated to DAAS
Aging Services Collaborative/Institute on Aging	\$2,250,000	3 years	\$750,000	\$750,000	\$750,000
United Way Silicon Valley/Emergency Assistance Network	\$480,000	3 years	\$160,00	\$160,000	\$160,000
Santa Clara University Law Clinic	\$542,451	3 years	\$180,817	\$180,817	\$180,817
Alvarez-Deanery 6 Multi-Parish Collaborative/Amigos de Guadalupe	\$1,500,000	3 years	\$500,000	\$500,000	\$500,000
Bill Wilson Center	\$450,000	3 years	\$150,000	\$150,000	\$150,000

Polling Results

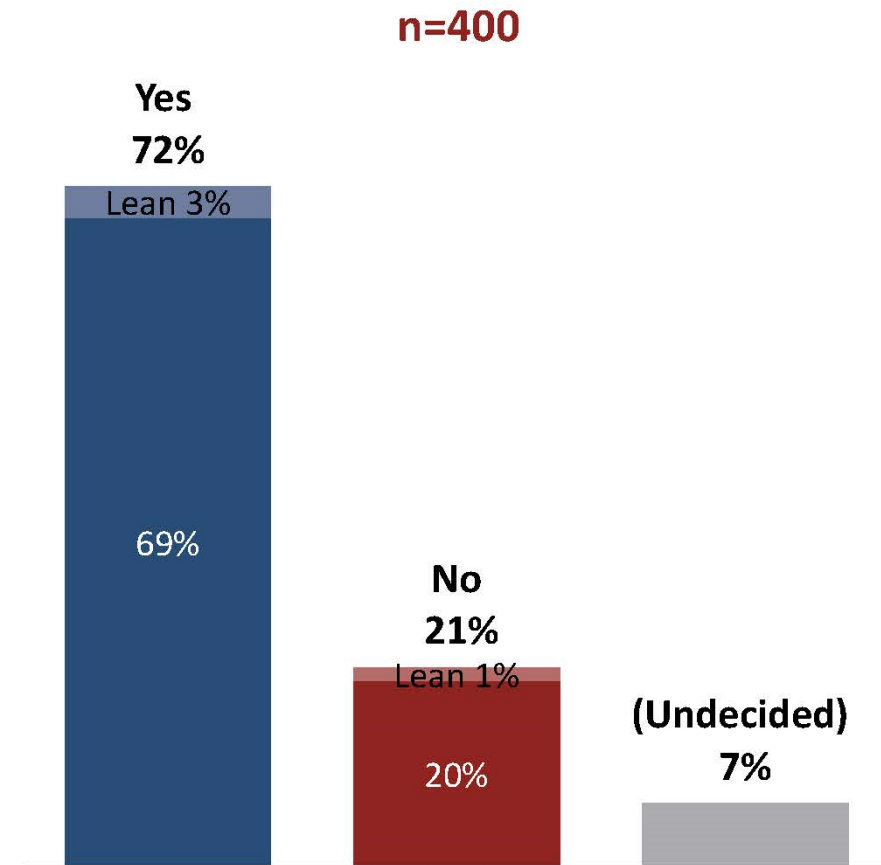
Measure A will likely pass



Without increasing current taxes, to fund local priorities such as:

- Law enforcement and public safety;
- Trauma and emergency care;
- Affordable housing;
- Supportive services for the homeless;
- Transit for seniors and the disabled;
- Children and family services;
- Agricultural preservation; and
- Mental health services,

Shall the County of Santa Clara continue its existing one-eighth cent sales tax on an ongoing basis, estimated to raise \$50 million annually, with annual public reports for fiscal accountability?



SVCN Recommendation

SVCN Supports the Extension



Extenuating issues that will require additional County funding

- Repeal of Health Care Reform: Impact on Valley Medical Center
- Possible purchase of Saint Louise Regional Hospital and O'Connor Hospital from
- Return of Redevelopment Agencies

Allows for ongoing budget planning and less one-time funding

Possible Opposition

- Anti Tax Sentiment
- Sheer number of tax measures on the ballot
- Ongoing funding

Recommendations



Support the extension of Measure A (2012)

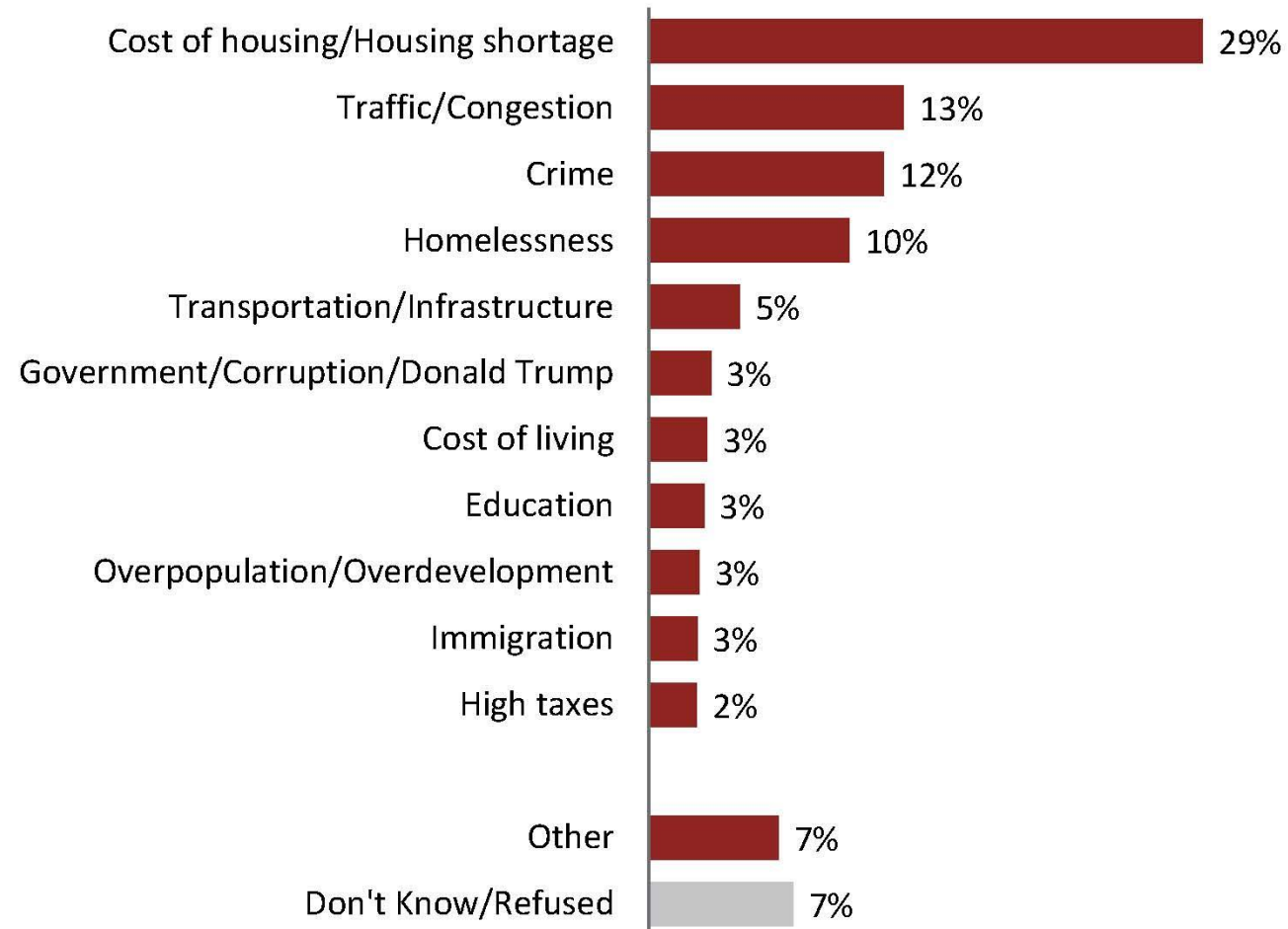
Organizational involvement and actions

- Secure nonprofit endorsements
- Request nonprofits donate to the campaign with no specified amounts
- Support volunteer recruitment and phone banking
- In-kind support of staff/interns as needed

Supplemental Information

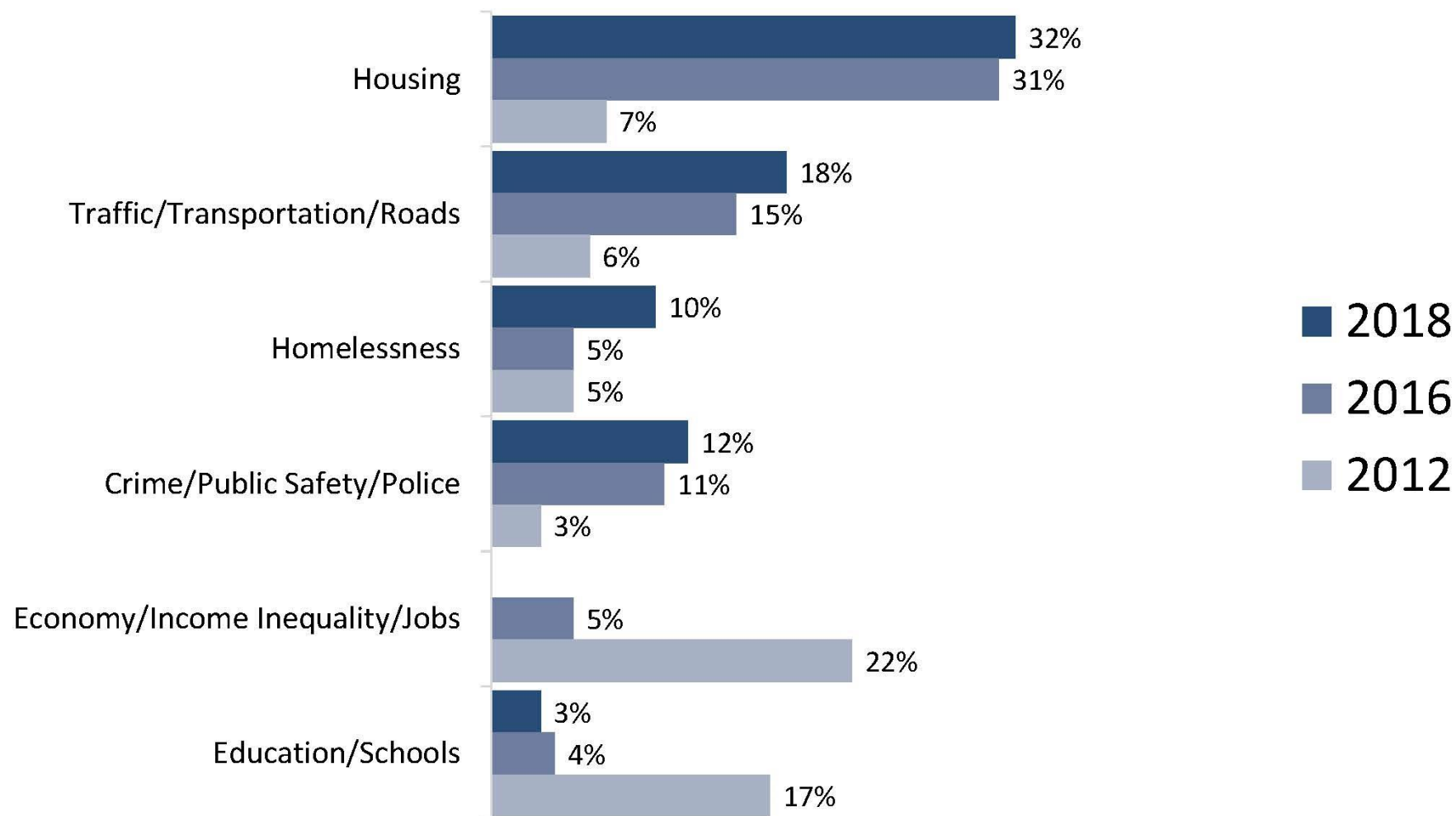
Most Important Problem

Housing is a top of mind concern for voters.



Most Important Problem Over Time

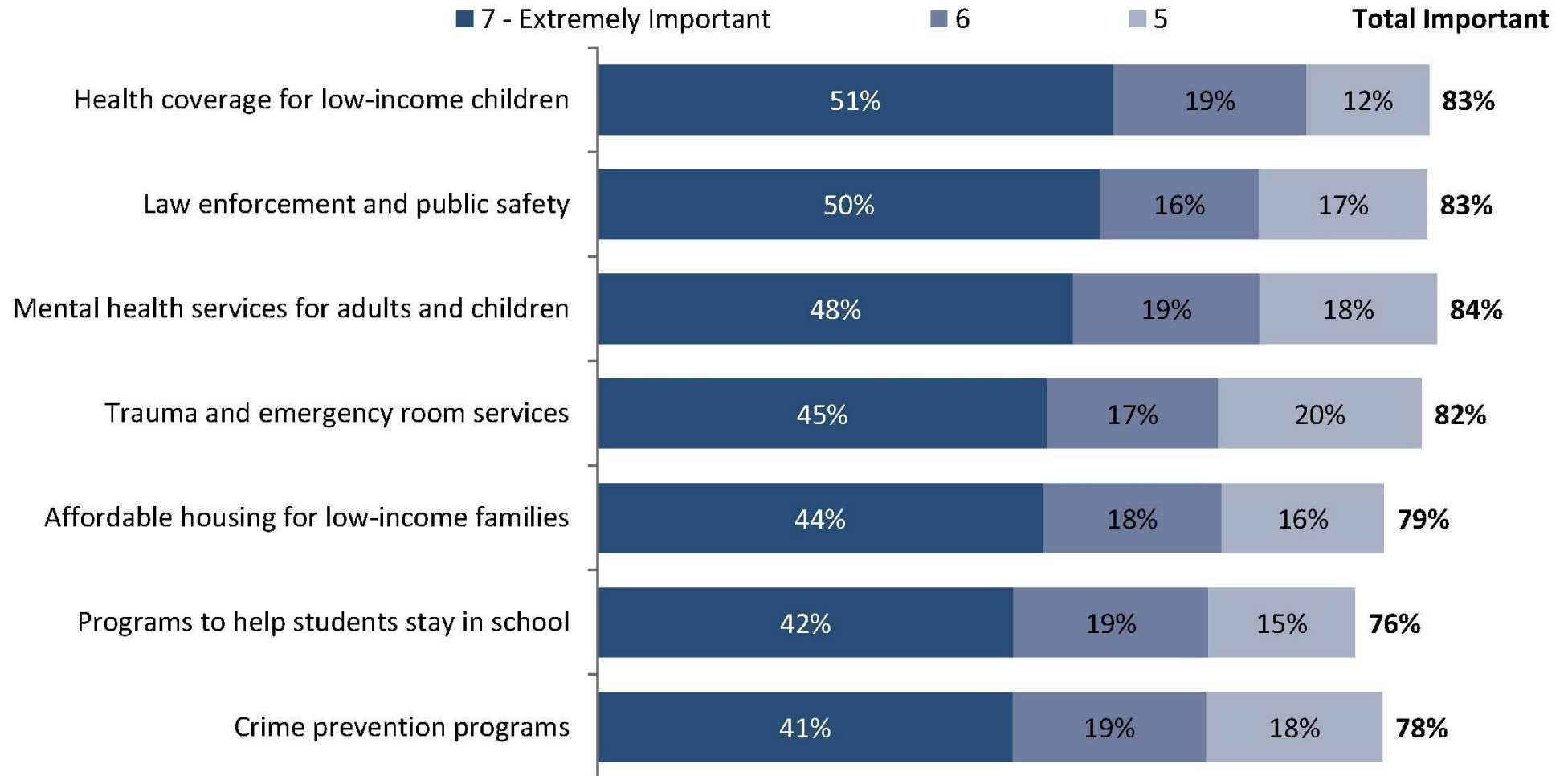
Back when the original Measure A was on the ballot, education and the economy were voters' top concerns.



*In 2012, housing/homeless combined was 5%

Project Importance

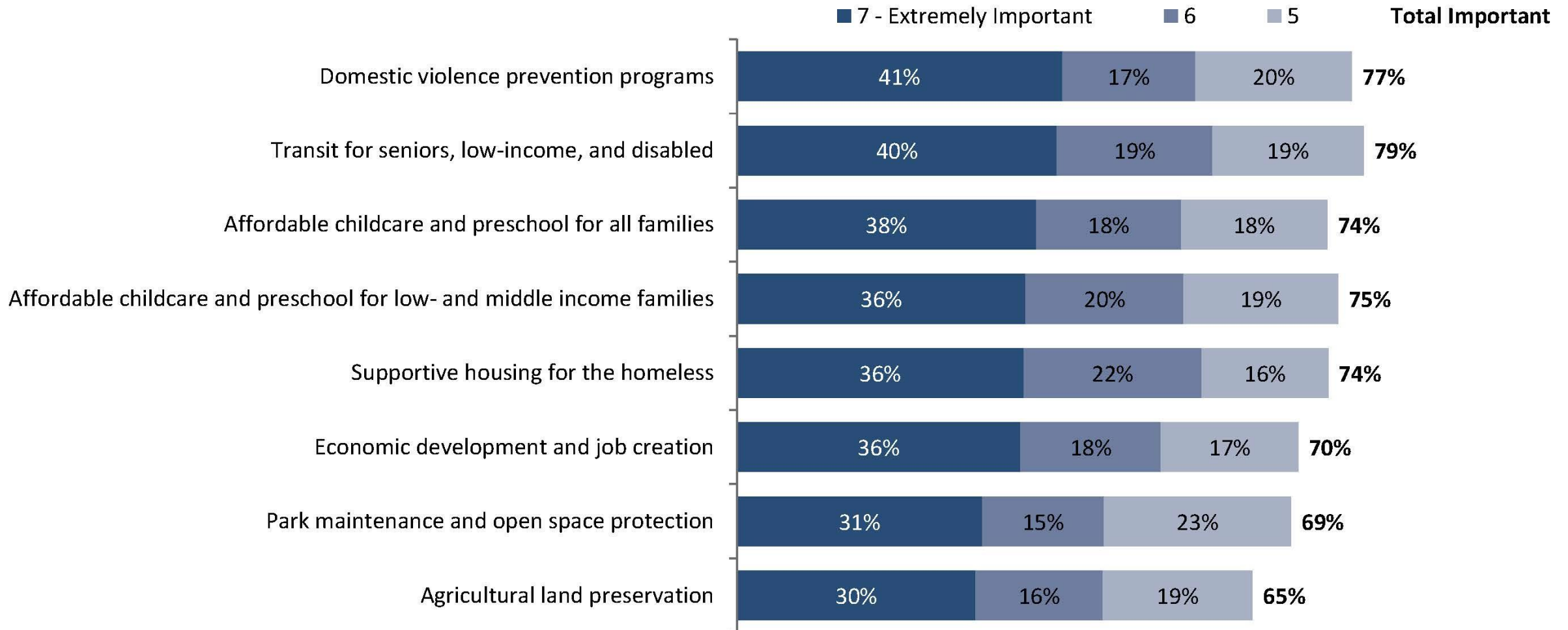
Projects that would be funded by the sales tax are overwhelmingly important to local voters.



Q8-22. I'm going to read you a list of projects and programs in Santa Clara County. After each one, please rate how important that project is to you, using a scale of 1 to 7, where 1 means not at all important, and 7 means extremely important.

Project Importance, contd.

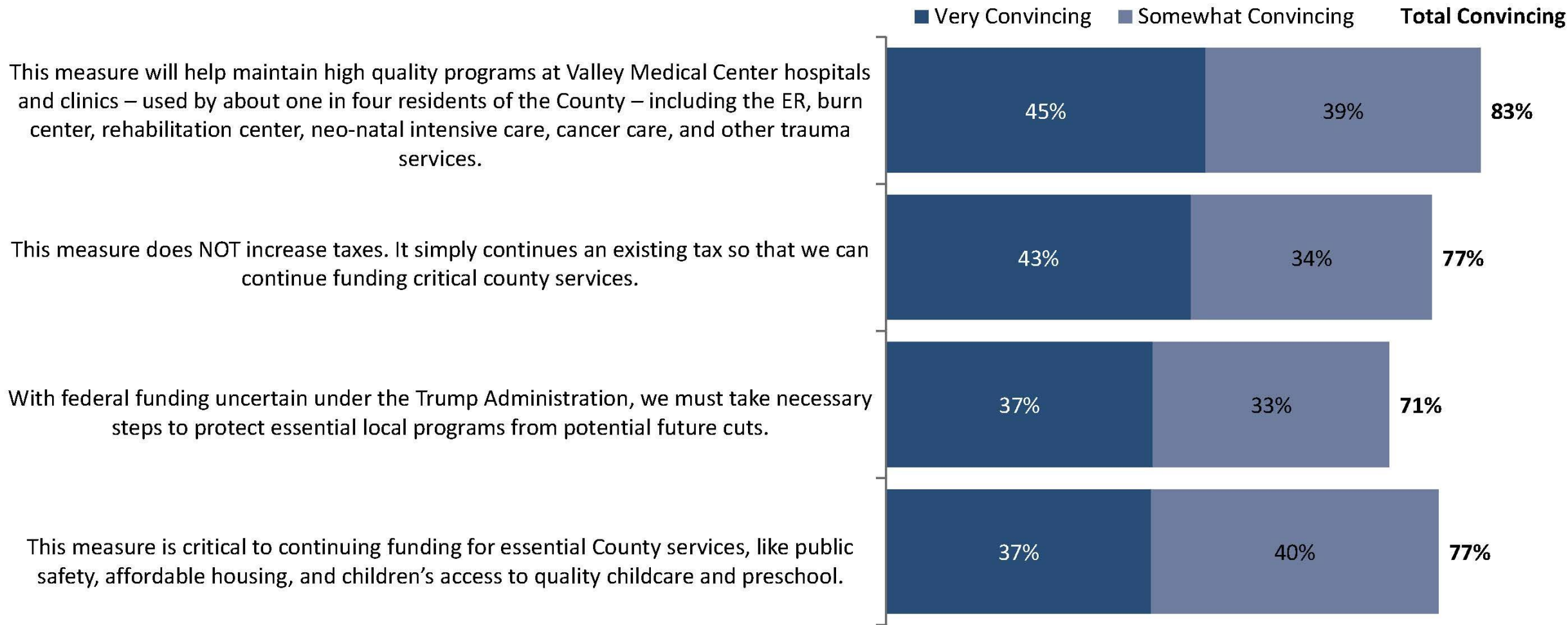
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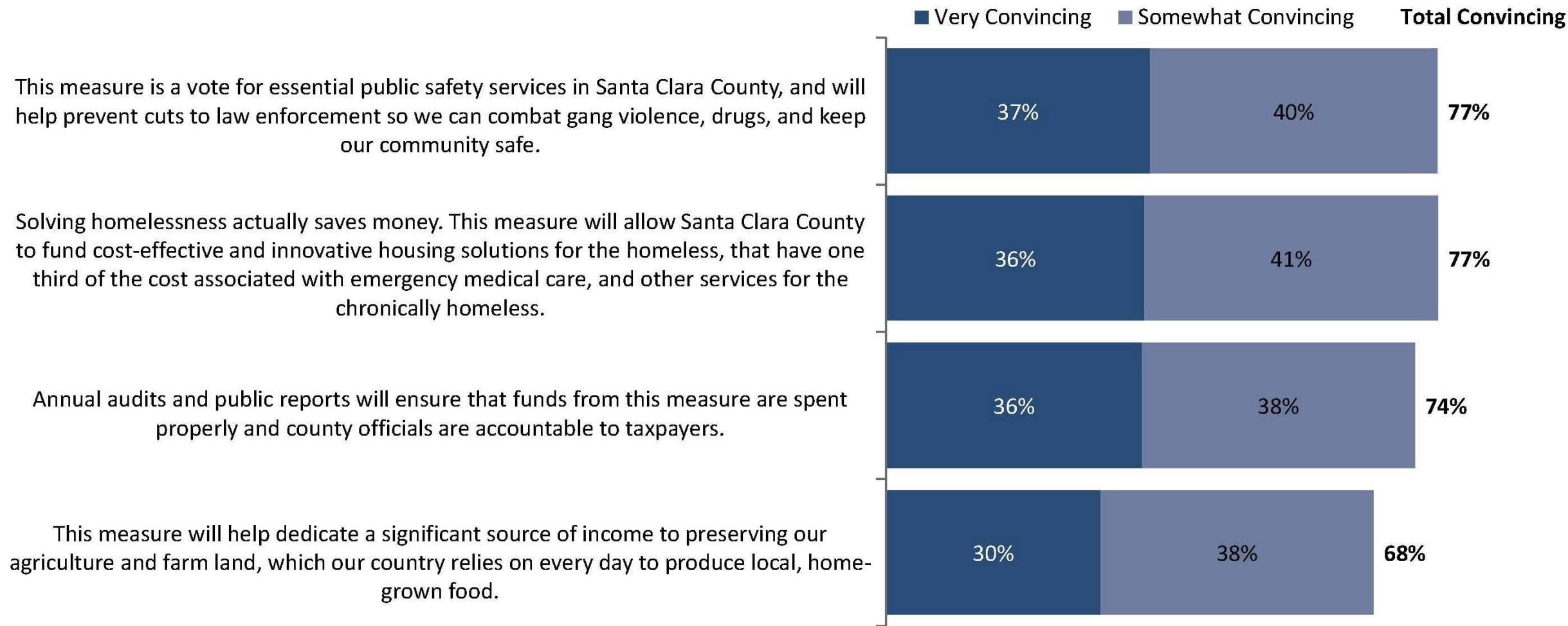
Additional Information

Information that focuses on county services that the measure funds are compelling to voters.



Additional Information, contd.

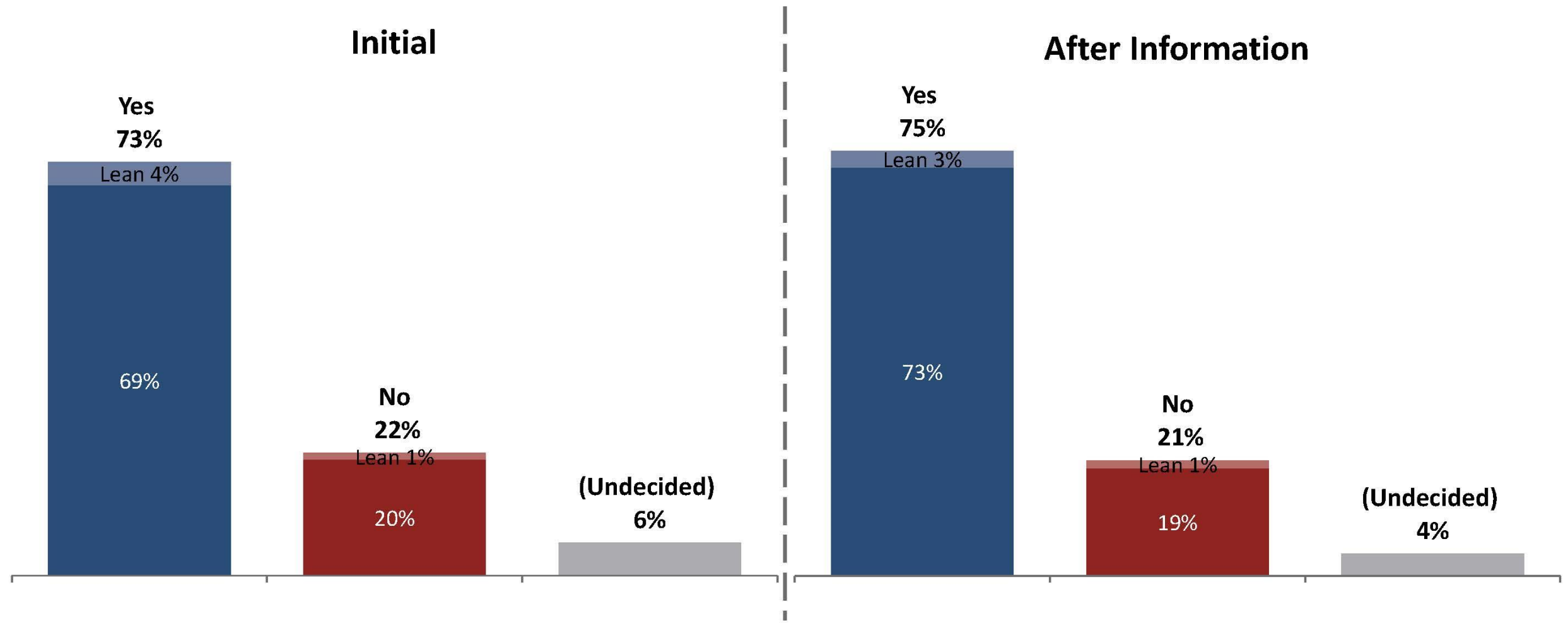
Information about public safety and addressing homelessness are also convincing.



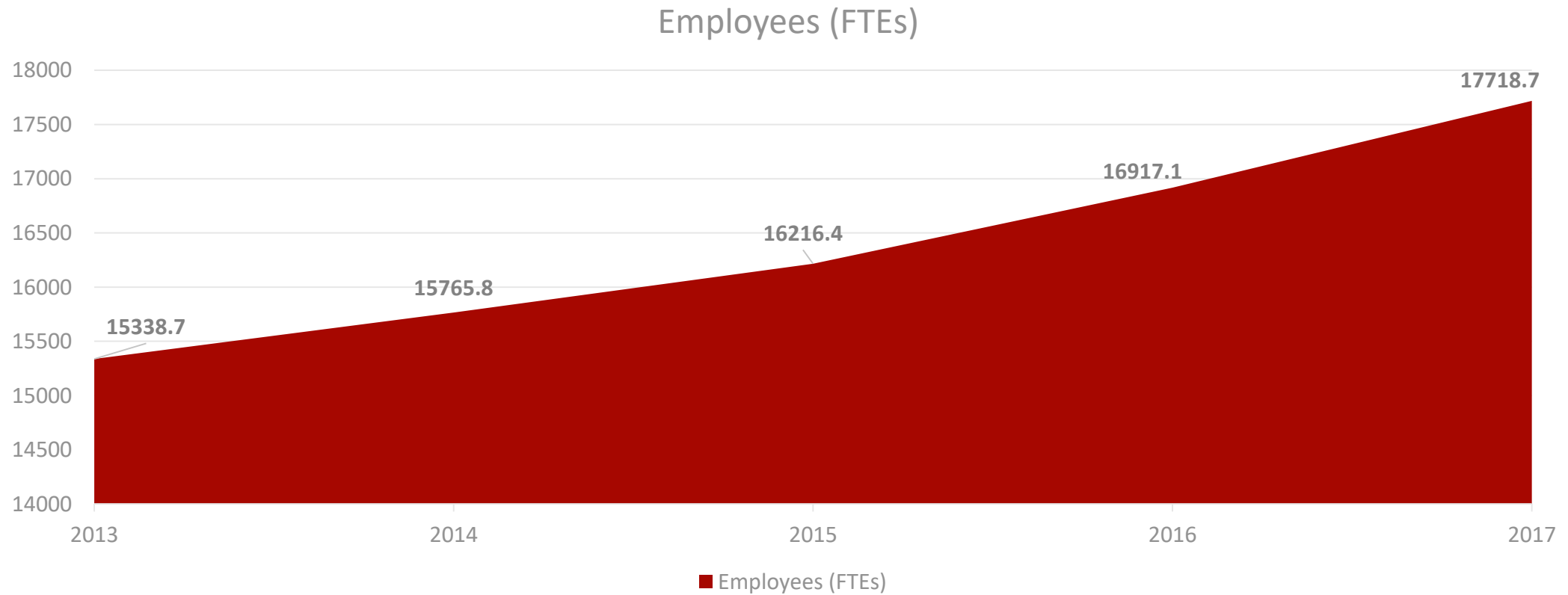
Q23-Q29X. Next I'd like to read you some statements from supporters of the proposed measure. After each one, please tell me how convincing that statement is as a reason to vote for the measure – very convincing, somewhat convincing, not too convincing, or not at all convincing.

Overall Vote After Information

Support for the sales tax sees a slight increase after additional information.



County Growth: Employees



County Growth: Payroll

SVCN!

