

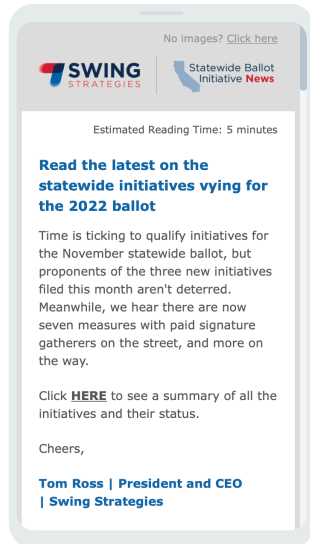


We believe thoughtful engagement in the political process  
can improve communities, strengthen businesses, and  
create opportunities for quality jobs and a thriving economy.

Ballot Measures | Public Affairs | Political Consulting

# Stay Up To Date on Ballot Initiatives

Sign up for the Initiative Update Newsletter  
[CABallotInitiativeUpdate.com](http://CABallotInitiativeUpdate.com)



Schedule a Private "Swing Strat"  
Ballot Initiative Presentation  
for your members/organization



## Ballot Measures | Public Affairs | Political Consulting

- First Ballot Measure Campaign in 1996
- 91% Win Rate on California Statewide Propositions
- 85 State and Local Ballot Measure Campaigns
- \$550 Million in TV, Radio, Direct Mail, and Digital Advertising
- Award-Winning Creative and Production Team

# The March Primary & Turnout

## TURNOUT

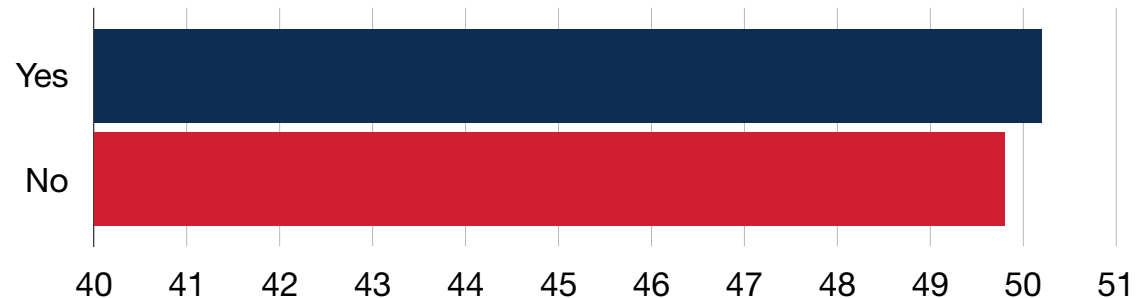
- 2024 Presidential Primary
  - 22,111,549 registered voters
  - 7,718,074 ballots returned
  - ~ **35% turnout**

- 2020 Presidential Primary
  - ~ 48% turnout
- 2016 Presidential Primary
  - ~ 47% turnout
- 2012 Presidential Primary
  - ~ 31% turnout

- **2020 Presidential General**
  - ~ **80% turnout**
- 2016 Presidential General
  - ~ 75% turnout
- 2012 Presidential General
  - ~ 72% turnout

## PROPOSITION 1

- \$6.4 billion general obligation bond
  - YES: 3,630,990 - 50.2%
  - NO: 3,603,665 - 49.8%





# Impacts of Turnout

## 2018 GUBERNATORIAL TURNOUT

- 64% of registered voters



## 2022 SIGNATURES REQUIRED

- Referendum: 623,212
- Initiative Statute: 623,212
- Constitutional Amendment: 997,139

## 2022 GUBERNATORIAL TURNOUT

- 50% of registered voters



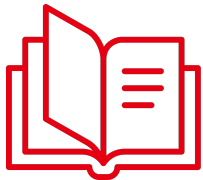
## 2024 SIGNATURES REQUIRED

- Referendum: 546,651
- Initiative Statute: 546,651
- Constitutional Amendment: 874,641

Low turnout in 2022 resulted in reduced signature gathering requirements for measures vying for 2024

## Every Step of a Ballot Initiative is Difficult

**\$350k to \$500k**  
For drafting and research



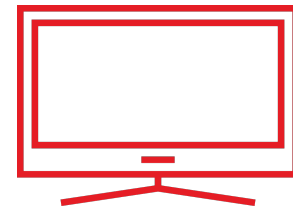
**Can't amend**  
an initiative after 30 days



**\$7 to \$12 Million**  
to hire paid signature gatherers



**\$15 to \$100 Million +**  
to fund the campaign



The bottom line... since 1912, only 7% of initiatives that were filed eventually passed.

# Key Dates for Ballot Initiatives

## TAKING THE ISSUE DIRECTLY TO VOTERS:



### Early to Mid 2023:

Begin researching and drafting language of proposed initiative.

### August 30, 2023:

Last day for proponent(s) to submit proposed initiative to the A.G. in order to receive the [full 180 days for circulation](#).

### May 1, 2024:

Last day for initiative proponents to submit signatures to counties.

### June 27, 2024:

Last day for initiative proponents to withdraw the initiative.

### Early to Mid July, 2024:

Arguments and rebuttals due for the Voter Information Guide.

### August to November 2024:

Campaign advertising starts early and culminates during the month of voting.

# The Status of Ballot Initiatives

## TEN MEASURES TO BE CONSIDERED BY VOTERS IN NOVEMBER



# The 2024 Ballot Initiative Graveyard



## THE MOST ACTIVE BALLOT INITIATIVE NEGOTIATION SESSION IN HISTORY

- **Taxpayer Protection and Government Accountability Act** — *Removed by CA Supreme Court*
- **Assembly Constitutional Amendment 13** — *Pushed to 2026*
- **Senate Constitutional Amendment 2** — *Removed by Author*
- **Pandemic Response Income Tax Increase** — *Legislative Compromise Reached*
- **PAGA Reform** — *Legislative Compromise Reached*
- **Personal Finance Education** — *Legislative Compromise Reached*
- **Expanded Healthcare for Children** — *Legislative Compromise Reached*
- **Oil & Gas Well Ban Referendum** — *Withdrawn by Proponent*

# Introducing the 2024 November Ballot

## LEGISLATIVE MEASURES



- **Proposition 2**  
(AB 247 - School Bond)



- **Proposition 3**  
(ACA 5 - Marriage Equality)



- **Proposition 4**  
(SB 867 - Climate Bond)



- **Proposition 5**  
(ACA 1 - Bond Voter Thresholds)



- **Proposition 6**  
(ACA 8 - Prison Labor Ban)

## CITIZEN-LED MEASURES



- **Proposition 32**  
(Statewide Minimum Wage Increase)



- **Proposition 33**  
(Statewide Rent Control Expansion)



- **Proposition 34**  
(Health Care Provider Spending Mandate)



- **Proposition 35**  
(Medi-Cal Funding Lockbox)



- **Proposition 36**  
(Criminal Justice Reform)

# Proposition 2 (AB 247 - School Bond)



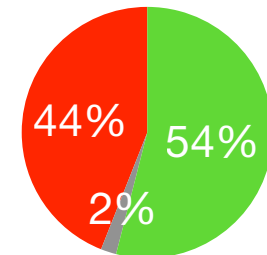
- Author: Assembly Member Al Muratsuchi
- Authorizes the state to issue \$10 billion in general obligation bonds for K-12 school facility repair, modernization, and construction.
  - Asm. Floor: 72-1-6
  - Sen. Floor: 34-3-3

## SUPPORT

California Building Industry Association  
California Teachers Association  
California School Nurses Organization

## OPPOSITION

Howard Jarvis Taxpayers Association  
Californians for Justice  
California Partnership for the Future of Learning



SOURCE: SEPTEMBER PPIC POLL

# Proposition 3 (ACA 5 - Marriage Equality)



- Author: Assembly Member Evan Low
- Repeals a provision in the California Constitution that limits marriage to a “man and a woman,” and replaces it with provisions that makes the right to marry a fundamental right.
  - Asm. Floor: 67-0-13
  - Sen. Floor: 31-0-9

## SUPPORT

ACLU CA Action

Equality California

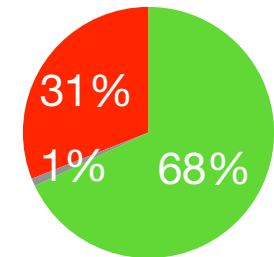
Planned Parenthood Affiliates of California

## OPPOSITION

California Family Council

Real Impact

The American Council for Evangelicals



SOURCE: SEPTEMBER PPIC POLL



# Proposition 4 (SB 867 - Climate Bond)



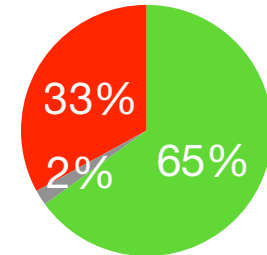
- Author: Senator Ben Allen
- Authorizes the state to issue \$10 billion in general obligation bonds to finance projects for drinking water upgrades, wildfire and forest programs, flood control, and other climate programs.
  - Asm. Floor: 66-6-7
  - Sen. Floor: 33-6-1

## SUPPORT

Clean Water Action  
CALFIRE Firefighters  
National Wildlife Federation

## OPPOSITION

Senate Minority Leader Brian Jones  
Assemblymember Joe Patterson  
Howard Jarvis Taxpayers Association



SOURCE: SEPTEMBER PPIC POLL

# Proposition 5 (ACA 1 - Voter Threshold Reduction to Pass Bonds)



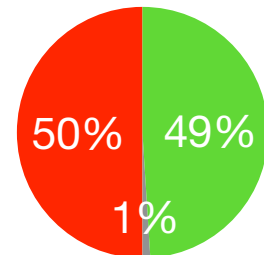
- Author: Assembly Member Cecilia Aguiar-Curry
- Recently amended by ACA 10
- Allows a city, county, or special district, with 55% voter approval, to incur bonded indebtedness to fund projects for affordable housing, permanent supportive housing, or public infrastructure.
  - Asm. Floor: 55-12-13
  - Sen. Floor: 29-10-1

## SUPPORT

California Professional Firefighters  
Habitat for Humanity California  
League of Women Voters of California

## OPPOSITION

California Taxpayers Association  
California Hispanic Chambers of Commerce  
Women Veterans Alliance



SOURCE: SEPTEMBER PPIC POLL

# Proposition 6 (ACA 8 - Prison Labor Ban)



- Author: Assembly Member Lori Wilson
- Prohibits the Department of Corrections and Rehabilitation from disciplining any incarcerated person for refusing a work assignment. The measure would also clarify that its provisions do not prohibit the Department of Corrections and Rehabilitation from awarding credits to an incarcerated person who voluntarily accepts a work assignment.
  - Asm. Floor: 68-0-11
  - Sen. Floor: 33-3-4

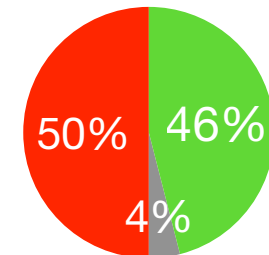
## SUPPORT

Dolores Huerta Foundation

Law Enforcement Action Partnership

## OPPOSITION

None on File



SOURCE: SEPTEMBER PPIC POLL

# Proposition 32 - Statewide Minimum Wage Increase



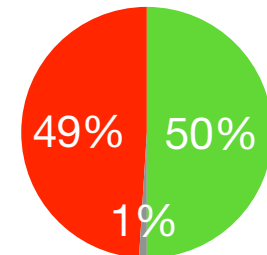
- Existing law requires annual increases to California’s minimum wage until it has reached \$15.00 per hour for all businesses on January 1, 2023.
- This measure extends these annual increases (\$1.00 per year) until minimum wage—currently, \$16.00 per hour for businesses with 26 or more employees, and \$14.00 per hour for smaller businesses—reaches \$18.00 per hour.

## SUPPORT

Joe Sanberg

## OPPOSITION

California Chamber of Commerce  
California Grocers Association  
California Restaurant Association



SOURCE: SEPTEMBER PPIC POLL

# Proposition 33 - Statewide Rent Control Expansion



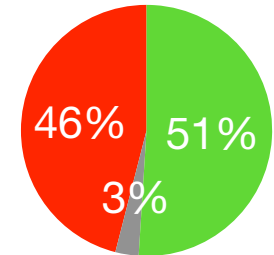
- Repeals the Costa-Hawkins Rental Housing Act (1995) – allowing cities and counties to limit rent on any housing and prohibiting the state from limiting "the right of any city, county, or city and county to maintain, enact or expand residential rent control."
  - Proposition 10 (2018) – Rejected by 59% of Voters
  - Proposition 21 (2020) – Rejected by 60% of Voters

## SUPPORT

AIDS Healthcare Foundation  
Alliance of Californians for Community Empowerment  
Housing is a Human Right

## OPPOSITION

California Senior Alliance  
California Small Business Association  
California Council for Affordable Housing



SOURCE: SEPTEMBER PPIC POLL

# Proposition 34 - Health Care Provider Spending Mandate



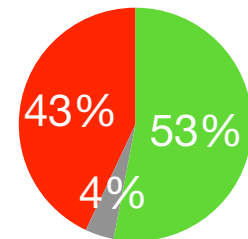
- Requires certain health care providers to spend 98% of revenues from federal discount prescription drug program on direct patient care. Applies only to health care providers that: spent over \$100,000,000 in any ten-year period on anything other than direct patient care; and operated multifamily housing with over 500 high-severity health and safety violations.
- Penalizes noncompliance by revoking health care licenses and tax-exempt status.
- Permanently authorizes state to negotiate Medi-Cal drug prices on statewide basis.

## SUPPORT

California Apartment Association  
The ALS Association  
Latino Heritage Los Angeles

## OPPOSITION

AIDS Healthcare Foundation  
Housing is a Human Right  
National Organization for Women



SOURCE: SEPTEMBER PPIC POLL

# Proposition 35 - Medi-Cal Funding Lockbox



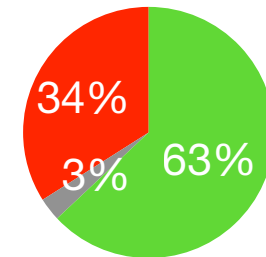
- Makes permanent the existing assessment on managed health care insurance plans, currently set to expire in 2026, which the state uses to pay for health care services for low-income families with children, seniors, people with disabilities, and other groups covered by the Medi-Cal program.
- Requires revenues to be used only for specified Medi-Cal services, including primary and specialty care, emergency care, family planning, mental health, and prescription drugs. Prohibits revenues from being used to replace other existing Medi-Cal funding.

## SUPPORT

American Academy of Pediatrics, California  
International Association of EMTs and Paramedics  
Planned Parenthood Affiliates of California

## OPPOSITION

None on File



SOURCE: SEPTEMBER PPIC POLL



# Proposition 36 - Criminal Justice Reform



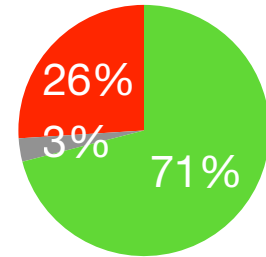
- Allows felony charges for possessing certain drugs, including fentanyl, and for thefts under \$950—both currently chargeable only as misdemeanors—with two prior drug or two prior theft convictions, as applicable.
- Defendants who plead guilty to felony drug possession and complete treatment can have charges dismissed.
- Increased prison sentences may reduce savings that currently fund mental health and drug treatment programs, K-12 schools, and crime victims; any remaining savings may be used for new felony treatment program.

## SUPPORT

California District Attorneys Association  
California Small Business Association  
Crime Victims United

## OPPOSITION

Crime Survivors for Safety & Justice  
Prosecutors Alliance Action  
Reentry Providers Association of California





SOURCE: SEPTEMBER PPIC POLL



# CADEM vs. CAGOP

## 2024 Ballot Measure Positions

MEASURE	 <small>CALIFORNIA DEMOCRATIC PARTY</small>	 <small>CALIFORNIA REPUBLICAN PARTY</small>
Prop 2 - School Bond	Support	Support
Prop 3 - Marriage Equality	Support	No Position
Prop 4 - Climate Bond	Support	Oppose
Prop 5 - Voter Threshold Reduction to Pass	Support	Oppose
Prop 6 - Prison Labor Ban	Support	Oppose
Prop 32 - Statewide Minimum Wage	Support	Oppose
Prop 33 - Statewide Rent Control Expansion	Support	Oppose
Prop 34 - Healthcare Provider Spending	No Position	Support
Prop 35 - Medi-Cal Funding Lockbox	Support	Support
Prop 36 - Criminal Justice Reform	Oppose	Support

# Local Measure Emergence

## MORE THAN 470 LOCAL TAX & BOND MEASURES IN 2024 GENERAL

- 203 taxes totaling \$3.1 billion
- 262 bonds authorizing \$49.1 billion

## 86 LOCAL TAX & BOND MEASURES IN 2024 PRIMARY

- 71% passage rate

## 302 LOCAL TAX & BOND MEASURES IN 2022 GENERAL

- 69% passage rate



**TOM ROSS, PRESIDENT & CEO | [tom@swingstrat.com](mailto:tom@swingstrat.com)**

- An experienced strategist with nearly 30 years in politics
- Passed and defeated numerous ballot measures
- Senior Advisor for House Republican Leader Kevin McCarthy
- Directed hundreds-of-millions of dollars in political giving

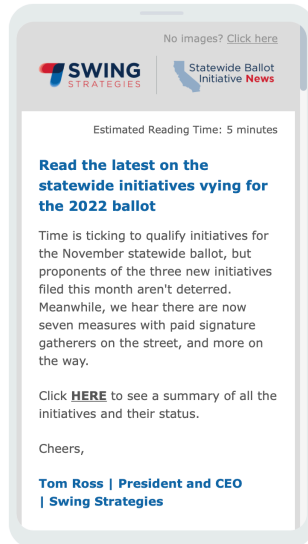


**TINO ROSSI, VICE PRESIDENT | [tino@swingstrat.com](mailto:tino@swingstrat.com)**

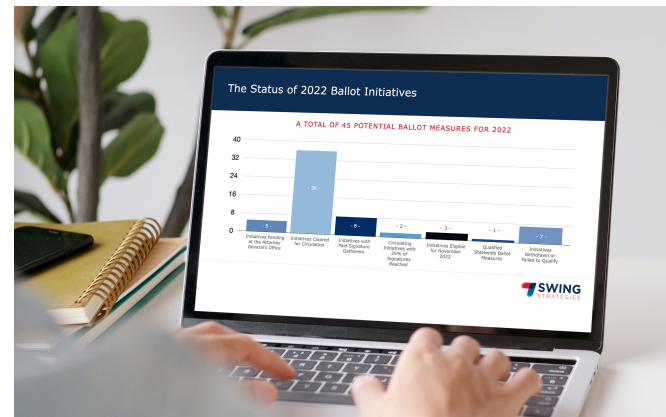
- Builds strategic partnerships and crafts bipartisan coalitions for public affairs and political campaigns
- Statewide Coalition Director for the No on Prop 15 campaign (2020 split roll property tax)
- Broad public policy experience ranging from agricultural and water issues to transportation, taxes, and tort reform

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# CADEM vs. CAGOP

## 2024 Ballot Measure Positions

MEASURE	YES Vote	NO Vote
Prop 2 - School Bond	54%	44%
Prop 3 - Marriage Equality	68%	31%
Prop 4 - Climate Bond	65%	33%
Prop 5 - Voter Threshold Reduction to Pass	49%	50%
Prop 6 - Prison Labor Ban	46%	50%
Prop 32 - Statewide Minimum Wage	50%	49%
Prop 33 - Statewide Rent Control Expansion	51%	46%
Prop 34 - Healthcare Provider Spending	53%	43%
Prop 35 - Medi-Cal Funding Lockbox	63%	34%
Prop 36 - Criminal Justice Reform	71%	26%