



Healthy+Active
Before 5

2020 Election Talking Points Measure X & Proposition 15

Framing

- For far too long, Contra Costa has not invested sufficiently in our social safety net.
- Long waitlists, low wages, and persistent disparities in health and education are some of the ways this problem impacts families and service providers.
- In this election, we have two opportunities to bring significant, flexible resources that can be used to meet our communities' needs.

Measure X

- Measure X is a county-wide, half-cent sales tax (groceries and medical expenses are exempt). If it passes, it will be in place for 20 years.
- Measure X is a general tax, which means it needs 50% +1 voter support in order to pass
- Measure X will bring an estimated \$81 million per year in flexible county funds.
- Measure X is the result of a year-long process to engage diverse stakeholders and assess community needs. The top needs that emerged from this process are keeping the county hospital open, expanding fire services, and supporting early childhood. There will be an oversight structure that will guide the Board of Supervisors on how to spend the money to address these priorities.
- Measure X has been endorsed by HAB45, First 5 Contra Costa, United Way Bay Area, La Clínica de la Raza, East Bay Leadership Council, labor unions, and many more.
- Early childhood health and education organizations have been actively involved in the development and promotion of Measure X. We need your help to continue to promote this measure and ensure that we have these resources to meet families' needs.

Proposition 15

- Prop 15, also known as the Schools and Communities First Initiative, would amend California's property tax laws so that the largest commercial properties are assessed more often and taxed according to their market value (rather than purchase price).
- Prop 15 could generate as much as \$12 billion annually, making up for decades in lost revenue due to 1978's Proposition 13.
- Prop 15 is expected to generate \$345 million each year for Contra Costa county government, cities, schools, and special districts.
- Residential properties and small businesses are exempt.
- Prop 15 has been endorsed by HAB45, First 5 Contra Costa, Governor Gavin Newsom, labor unions, education leaders, local government officials, and many more.

How you can help:

1. Spread the word to your co-workers, clients, friends, and neighbors.
2. Endorse, donate, and sign up for volunteer opportunities at www.healthyandsafecontracosta.com and www.yes15.org
3. Visit www.hab45.org to download our election toolkit or request a presentation!