

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: SCOTT ALONSO, GOVERNMENT AFFAIRS OFFICER  
COMMUNICATIONS & INTERGOVERNMENTAL RELATIONS  
OFFICE  
SUBJECT: UPDATE ON STATE AND LOCAL BALLOT MEASURES FOR  
NOVEMBER 2024 GENERAL ELECTION

AGENDA ACTION: STUDY SESSION

---

RECOMMENDATION

It is recommended by the Communications and Intergovernmental Relations Office that the Council hold a Study Session to receive an update on the various state and local ballot measures and discuss possible Council action to support or oppose these measures. This item is provided for Council's information and no action is required to be taken except for possible direction to staff for the September 24 council meeting.

---

EXECUTIVE SUMMARY

The Council weighs in on various policy positions throughout the year based on the adopted legislative platforms, including ballot measures. For the upcoming November 2024 general election, various measures may impact the City and the Council may want to take an official position to support or oppose a measure. Currently, there are two county-wide sales tax measures on the ballot in addition to 10 statewide ballot measures for the November election.

BACKGROUND

Due to the high level of interest in the general election, the Council may wish to express their official position on these measures.

The following sales tax measures are county-wide:

- Measure I – “Sonoma County Child Care and Children’s Health Initiative and Sales Tax” requires a simple majority to pass, lasts until repealed by voters; one-quarter of one percent tax rate; placed on the ballot via signature gathering

UPDATE ON STATE AND LOCAL BALLOT MEASURES FOR NOVEMBER 2024  
GENERAL ELECTION  
PAGE 2 OF 4

- Measure W – “Sonoma County Library Transactions and Use Tax” requires a two-thirds vote to pass, lasts until repealed by voters; one-eighth of one percent tax rate; placed on the ballot via the Sonoma County Library Commission

The following statewide measures will be on the November ballot:

- Proposition 2, Authorizes Bonds for Public School, and Community College Facilities, Totaling \$10 Billion
- Proposition 3, Constitutional Right to Marriage, Legislative Constitutional Amendment
- Proposition 4, Authorizes Bonds for Safe Drinking Water, Wildfire Prevention, and Protecting Communities and Natural Lands from Climate Risks, Totaling \$10 Billion
- Proposition 5, Allows Local Bonds for Affordable Housing and Public Infrastructure with 55% Voter Approval, Legislative Constitutional Amendment
- Proposition 6, Eliminates Constitutional Provision Allowing Involuntary Servitude for Incarcerated Persons, Legislative Constitutional Amendment
- Proposition 32, Raises Minimum Wage to \$18 by 2026
- Proposition 33, Expands Local Governments’ Authority to Enact Rental Control on Resident Property
- Proposition 34, Restricts Spending of Prescription Drug Revenues by Certain Health Care Providers
- Proposition 35, Provides Permanent Funding for Medi-Cal Health Care Services
- Proposition 36, Allows Felony Charges and Increases Sentences for Certain Drug and Theft Crimes

### PRIOR CITY COUNCIL REVIEW

On August 20, 2024, the Council voted to oppose Measure J, a Sonoma County ballot measure.

On May 23, 2023, the Council voted again to oppose the Taxpayer Protection and Government Accountability Act.

On April 12, 2022, the Council voted to oppose a potential statewide measure known as the Taxpayer Protection and Government Accountability Act.

On June 16, 2020, the Council voted to support the Sonoma County Transportation Authority’s GoSonoma measure on the November 2020 ballot.

### ANALYSIS

Based on the proposed implications of the various measures, staff recommends the Council provide specific direction to advocate for positions on Measures I, W and

UPDATE ON STATE AND LOCAL BALLOT MEASURES FOR NOVEMBER 2024  
GENERAL ELECTION  
PAGE 3 OF 4

Propositions 2, 4, and 5.

Specifically, the local measures would do the following:

- Measure I is known as Our Kids Our Future. The funds raised by the proposed tax initiative would be administered by First 5 Sonoma County. Sixty percent of the revenue each year would go to access to early childcare and education services, including the development of new education facilities and providing rate increases for childcare providers and thus increasing compensation for employees of childcare providers. Forty percent of the revenue would go to expand perinatal and pediatric screening, referral, and treatment of trauma; implementation of programs aimed at pediatric patients and their families for health care and mental health services. The measure is expected to generate \$30 million a year for these services.
- Measure W would be a permanent extension of the current sales tax specific for local library services. In 2016, the voters of Sonoma County passed Measure Y, which is a one-eighth sales tax with a 10-year lifespan. This proposed measure would replace Measure Y. As of June 30, 2023, Measure Y has resulted in spending over \$64 million on the local library system.

In terms of statewide propositions, the measures would do the following:

- Proposition 2 would enact a \$10 billion bond to support K-12 educational facilities. The funding could be used to upgrade existing facilities or develop new facilities. Funding would be awarded first come, first serve. Eighty-five percent of the available funding would be focused on K-12 schools and fifteen percent would go to community colleges. Certain monies raised with Proposition 2 could also be used for the creation of new classrooms for transitional kindergarten.
- Proposition 4 is known as the Climate Bond, which would generate \$10 billion in funding from bonds. The funding would prioritize disadvantaged communities and go towards various programs such as safe drinking water, flood mitigation, climate resilience, wildfire prevention, protection of coastal lands, clean energy, and agriculture.
- Proposition 5 is a constitutional amendment that would allow local bonds for affordable housing or public infrastructure to be approved by the electorate at 55 percent, rather than the current two-thirds approval threshold. The City previously supported ACA 1, which was passed by the Legislature in 2023.

### FISCAL IMPACT

This study session does not have a fiscal impact on the General Fund.

ENVIRONMENTAL IMPACT

This action is exempt from the provisions of the California Environmental Quality Act (CEQA) under CEQA Guidelines Section 15061(b)(3) and 15378 in that there is no possibility that the implementation of this action may have significant effects on the environment, and no further environmental review is required.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Attachment 1 – Text of Measure I, Sonoma County
- Attachment 2 – Background Information on Measure W, Sonoma County Library Commission
- Attachment 3 – Background Information on Proposition 2, Secretary of State
- Attachment 4 – Background Information on Proposition 3, Secretary of State
- Attachment 5 – Background Information on Proposition 4, Secretary of State
- Attachment 6 – Background Information on Proposition 5, Secretary of State
- Attachment 7 – Background Information on Proposition 6, Secretary of State
- Attachment 8 – Background Information on Proposition 32, Secretary of State
- Attachment 9 – Background Information on Proposition 33 Secretary of State
- Attachment 10 – Background Information on Proposition 34, Secretary of State
- Attachment 11 – Background Information on Proposition 35, Secretary of State
- Attachment 12 – Background Information on Proposition 36, Secretary of State

PRESENTER

Scott Alonso, Government Affairs Officer