Local Revenue Measure Results
March 2020

On March 3, voters cast ballots on 292 local measures, including 238 measures affecting local taxes, fees or charges. County elections offices faced an unprecedented volume of vote-by-mail, provisional and other ballots to be counted after election eve. Many measures were too close to call on election eve. But with nearly all ballots now counted, we can say the final results are in.
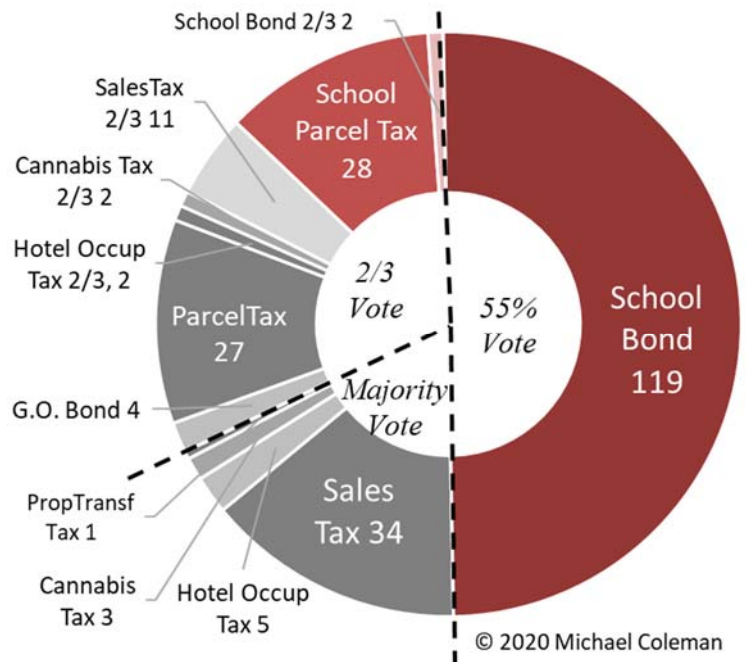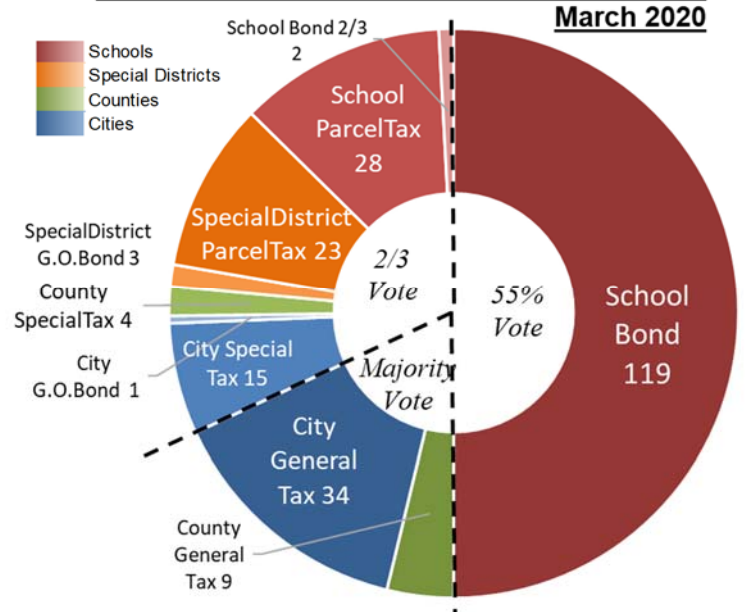
Among the 292 measures were 149 school measures including 121 school bond measures seeking a total of $17.1 billion in school construction bond financing. There were 89 city, county and special district fiscal measures including 43 majority vote measures and 46 special taxes and bond measures requiring two-thirds voter approval. Among these were 45 add-on sales tax measures and 27 parcel taxes.

This is substantially more local measures, especially school measures, than ever before in a spring presidential or gubernatorial primary election. In June 2018, there were 111 local tax measures including 60 school bonds and taxes. In June 2016, there were 89 local tax measures including 53 school bonds and taxes.

Passage Rates

With all votes tallied, 95 of 238 fiscal measures passed, a substantial departure from the much higher passage rates of prior presidential and gubernatorial primary elections. There was an historic number of vote-by-mail and provisional ballots that had to be counted after election night. As these votes were counted, ten measures crossed from "fail" to "pass."
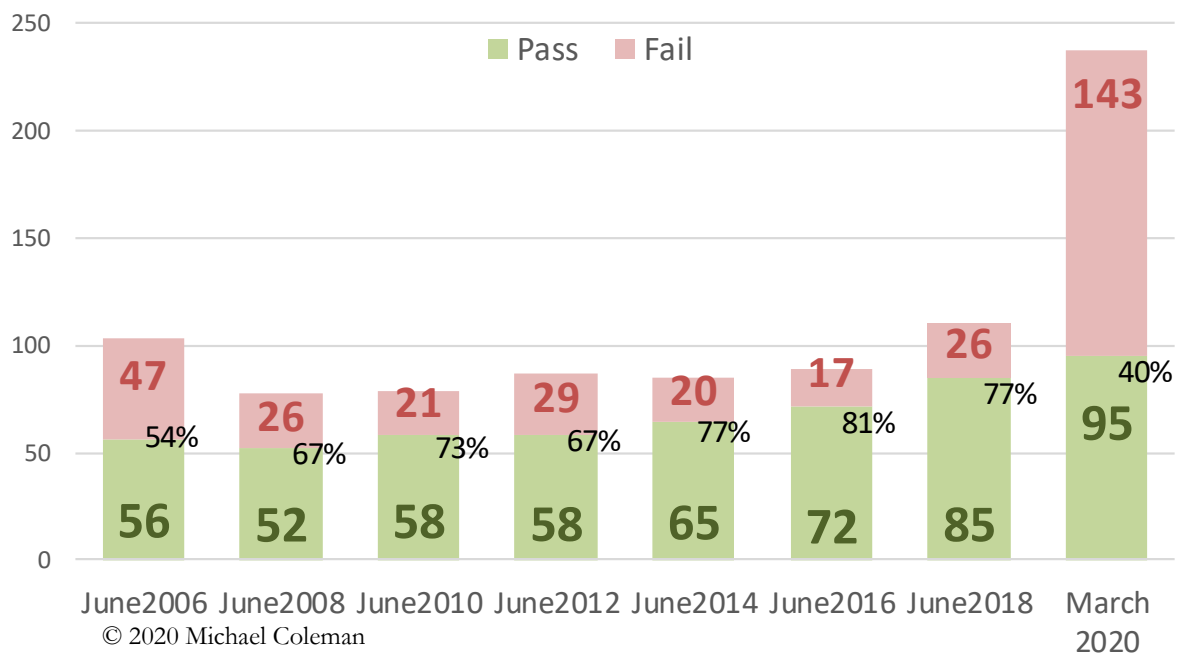

Proposed Local Revenue Measures
March 2020

Legend: Schools, Special Districts, Counties, Cities

School Bond 2/3 — 2
School Parcel Tax — 28
Special District Parcel Tax — 23
Special District G.O. Bond — 3
County Special Tax — 4
City G.O. Bond — 1
City Special Tax — 15
City General Tax — 34
County General Tax — 9
School Bond — 119
2/3 Vote / 55% Vote / Majority Vote

School Bond 2/3 — 2
Sales Tax 2/3 — 11
Cannabis Tax 2/3 — 2
Hotel Occup Tax 2/3 — 2
Parcel Tax — 27
G.O. Bond — 4
PropTransf Tax — 1
Cannabis Tax — 3
Hotel Occup Tax — 5
Sales Tax — 34
School Parcel Tax — 28
School Bond — 119
2/3 Vote / 55% Vote / Majority Vote

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Local Revenue Measures March 2020

	Total	Pass	Passing%
City General Tax (Majority Vote)	34	23	68%
County General Tax (Majority Vote)	9	3	33%
City SpecialTax or G.O.bond (2/3 Vote)	16	8	50%
County Spec.Tax, G.O.bond (2/3 Vote)	4	0	0%
SpecDistrict Tax, G.O.bond (2/3 Vote)	26	3	12%
School ParcelTax 2/3	28	14	50%
School Bond 2/3	2	1	50%
School Bond 55%	119	43	36%
Total	238	95	40%

California Local Tax and Bond Measures - Primary Elections

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Local Revenue Measures in California

	June2008		June2010		June2012		June2014		June2016		June 2018		March 2020	
City General Tax (Majority Vote)	11/14	78.6%	12/14	85.7%	10/11	90.9%	8/8	100.0%	13/13	100.0%	17/18	94.4%	23/34	67.6%
County General Tax (Majority Vote)	1/1	100.0%	2/2	100.0%	4/7	57.1%	/		0/2	0.0%	7/10	70.0%	3/9	33.3%
Special Dist. Majority Fee or toll	/		/		1/1	100.0%	/		/		1/1	100.0%	/	
City SpecialTax,GObond (2/3 Vote)	2/5	40.0%	5/9	55.6%	2/8	25.0%	8/11	72.7%	7/10	70.0%	6/9	66.7%	8/16	50.0%
County SpecialTax, GObond (2/3 Vo	1/2	50.0%	1/1	100.0%	3/3	100.0%	2/5	40.0%	1/5	20.0%	0/2	0.0%	0/4	0.0%
Special District 2/3	5/10	50.0%	7/11	63.6%	4/10	40.0%	9/12	75.0%	2/6	33.3%	9/18	50.0%	3/26	11.5%
School ParcelTax 2/3	6/13	46.2%	16/22	72.7%	9/13	69.2%	5/5	100.0%	7/7	100.0%	10/11	90.9%	14/28	50.0%
School Bond 2/3	1/1	100.0%	/		/		1/1	100.0%	1/1	100.0%	0/2	0.0%	1/2	50.0%
School Bond 55%	25/32	78.1%	15/20	75.0%	25/34	73.5%	32/43	74.4%	41/45	91.1%	33/38	86.8%	43/119	36.1%
Total	52/78	66.7%	58/79	73.4%	58/87	66.7%	65/85	76.5%	72/89	80.9%	85/111	76.6%	95/238	39.9%

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School Measures: Bonds and Parcel Taxes

School measures did not fare as well as in prior elections. Over half of the measures were not even close.

School Tax & Bond Measures March 2020
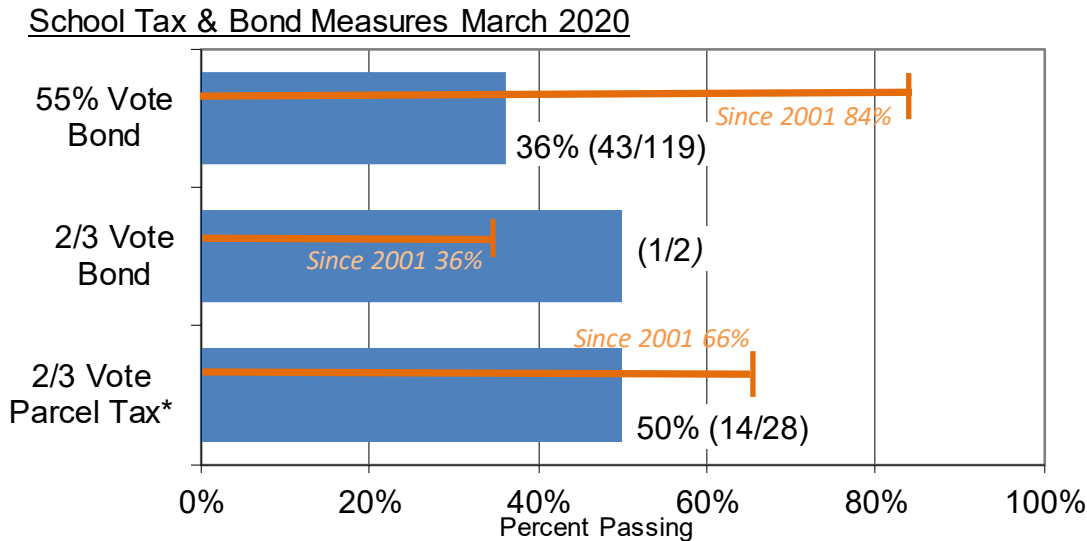
School Bonds ✓

There were 121 local school bonds on the ballot this election, including two requiring two-thirds voter approval and 119 that met the Proposition 39 (2000) rules for a 55 percent approval measure. Forty-four passed, authorizing a total of $6.620 billion of school facility construction bonds out of the total $17.095 billion requested.

School Bond Measures - 55% Approval

School District	County	Measure	Amount	YES%	NO%	
Berkeley Unified School District	Alameda	Measure G	380,000,000	**80.5%**	19.5%	PASS
San Francisco Community College District	San Francisco	Measure A	845,000,000	**72.3%**	27.7%	PASS
Mendocino Unified School District	Mendocino	Measure H	31,000,000	**70.1%**	29.9%	PASS
Mountain View Whisman School District	Santa Clara	Measure T	259,000,000	**69.5%**	30.5%	PASS
San Ysidro School District	San Diego	Measure T	52,985,000	**69.2%**	30.8%	PASS
San Ysidro School District	San Diego	Measure U	55,500,000	**68.8%**	31.2%	PASS
Local Public Schools Funding Authority	Los Angeles	Measure SP	125,000,000	**68.2%**	31.8%	PASS
Pacific Grove Unified School District	Monterey	Measure D	30,000,000	**67.9%**	32.1%	PASS
Franklin-McKinley School District	Santa Clara	Measure R	80,000,000	**65.7%**	34.3%	PASS
Waukena Joint Union School District	Tulare	Measure N	1,650,000	**65.0%**	35.0%	PASS
San Leandro Unified School District	Alameda	Measure N	198,000,000	**63.9%**	36.1%	PASS
Sebastopol Union School District	Sonoma	Measure E	17,500,000	**63.8%**	36.2%	PASS
Brisbane School District	San Mateo	Measure K	27,000,000	**63.8%**	36.3%	PASS
Parlier Unified School District	Fresno	Measure D	11,000,000	**62.9%**	37.1%	PASS
Jefferson Union High School District	San Mateo	Measure J	28,390,000	**62.6%**	37.4%	PASS
Sacramento City Unified School District	Sacramento	Measure H	750,000,000	**62.5%**	37.5%	PASS
El Nido Elementary School District	Merced	Measure P	3,400,000	**62.4%**	37.7%	PASS

School Bond Measures - 55% Approval

| School District	County	Measure	Amount	YES%	NO%	
Val Verde Unified School District	Riverside	Measure C	192,000,000	**60.8%**	39.2%	PASS
Lawndale Elementary School District	Los Angeles	Measure EE	33,800,000	**60.8%**	39.2%	PASS
McFarland Unified School District	Kern	Measure B	30,000,000	**60.7%**	39.3%	PASS
Hope Elementary School District	Santa Barbara	Measure J	47,400,000	**60.5%**	39.5%	PASS
Burlingame Elementary School District	San Mateo	Measure O	97,000,000	**59.9%**	40.1%	PASS
Fresno Unified School District	Fresno	Measure M	325,000,000	**59.8%**	40.2%	PASS
Moreland School District	Santa Clara	Measure M	80,000,000	**59.4%**	40.6%	PASS
Roseland School District	Sonoma	Measure D	9,400,000	**59.2%**	40.8%	PASS
Bridgeville Elementary School District	Humboldt	Measure S	1,200,000	**59.2%**	40.8%	PASS
Foothill-De Anza Community College District	Santa Clara	Measure G	898,000,000	**58.9%**	41.1%	PASS
West Contra Costa Unified School District	Contra Costa	Measure R	575,000,000	**58.7%**	41.3%	PASS
West Side Union School District	Sonoma	Measure F	7,500,000	**58.7%**	41.3%	PASS
El Nido Elementary School District	Merced	Measure Q	3,400,000	**58.5%**	41.5%	PASS
Berryessa Union School District	Santa Clara	Measure U	98,000,000	**58.3%**	41.7%	PASS
Dublin Unified School District	Alameda	Measure J	290,000,000	**57.8%**	42.2%	PASS
Bellevue Union School District	Sonoma	Measure C	28,000,000	**57.5%**	42.5%	PASS
San Mateo Union High School District	San Mateo	Measure L	385,000,000	**56.9%**	43.1%	PASS
Aromas-San Juan Unified School District	Santa Cruz / Monterey / San Benito	Measure M	4,200,000	**56.5%**	43.5%	PASS
King City Union School District	Monterey	Measure B	18,975,000	**56.4%**	43.6%	PASS
Fort Bragg Unified School District	Mendocino	Measure B	35,000,000	**56.1%**	43.9%	PASS
Geyserville Unified School District	Sonoma	Measure A	22,000,000	**56.1%**	44.0%	PASS
Eureka City Schools District	Humboldt	Measure T	18,000,000	**55.8%**	44.2%	PASS
King City Union School District	Monterey	Measure A	19,325,000	**55.8%**	44.2%	PASS
Chula Vista Elementary School District	San Diego	Measure M	300,000,000	**55.4%**	44.6%	PASS
Ukiah Unified School District	Mendocino	Measure A	75,000,000	**55.2%**	44.9%	PASS
San Lorenzo Valley School District	Santa Cruz	Measure S	75,000,000	**55.1%**	44.9%	PASS
Central Unified School District	Fresno	Measure C	120,000,000	54.9%	**45.1%**	FAIL
Willits Unified School District	Mendocino	Measure G	17,000,000	54.8%	**45.2%**	FAIL
Antioch Unified School District	Contra Costa	Measure T	105,000,000	54.6%	**45.4%**	FAIL
Las Virgenes Unified School District	Los Angeles / Ventura	Measure V	198,000,000	54.5%	**45.5%**	FAIL
Le Grand Union High School District	Merced	Measure R	6,000,000	53.9%	**46.1%**	FAIL
Escondido Union School District	San Diego	Measure Q	205,000,000	53.7%	**46.3%**	FAIL
Tustin Unified School District	Orange	Measure N	215,000,000	53.7%	**46.3%**	FAIL
Washington Unified School District	Fresno	Measure H	46,000,000	53.7%	**46.3%**	FAIL
Soledad Unified School District	Monterey	Measure E	11,500,000	53.6%	**46.4%**	FAIL
Cabrillo Community College District	Santa Cruz / Monterey / San Benito	Measure R	274,100,000	53.1%	**46.9%**	FAIL
Kingsburg Joint Union High School District	Tulare / Fresno / Kings	Measure E	17,000,000	52.8%	**47.2%**	FAIL

School Bond Measures - 55% Approval

School District	County	Measure	Amount	YES%	NO%	
Coachella Valley Unified School District	Riverside / Imperial	Measure G	230,000,000	52.6%	47.4%	FAIL
Evergreen School District	Santa Clara	Measure V	125,000,000	52.5%	47.6%	FAIL
East Side Union High School District	Santa Clara	Measure J	60,000,000	52.4%	47.6%	FAIL
Pleasanton Unified School District	Alameda	Measure M	323,000,000	52.4%	47.6%	FAIL
Anaheim Union High School District	Orange	Measure B	398,000,000	52.3%	47.7%	FAIL
Fullerton Joint Union High School District	Orange / Los Angeles	Measure K	310,000,000	51.9%	48.1%	FAIL
Rancho Santiago Community College District	Orange	Measure L	496,000,000	51.8%	48.2%	FAIL
Los Rios Community College District	Yolo / Solano / Placer / Sacramento / ElDorado	Measure E	650,000,000	51.8%	48.2%	FAIL
Wasco Union School District	Kern	Measure C	16,000,000	51.0%	49.0%	FAIL
Yuba Community College District	Yuba / Sutter / Yolo / Colusa / Butte / Placer / Glenn	Measure C	228,400,000	50.9%	49.1%	FAIL
Raymond-Knowles Union School District	Madera	Measure Q	1,500,000	50.8%	49.2%	FAIL
Wasco Union High School District	Kern	Measure A	38,950,000	50.6%	49.4%	FAIL
Sunol Glen Unified School District	Alameda	Measure O	9,500,000	50.6%	49.4%	FAIL
Raymond-Knowles Union School District	Madera	Measure P	1,500,000	50.3%	49.7%	FAIL
Poway Unified School District	San Diego	Measure P	448,000,000	50.2%	49.9%	FAIL
Mountain View School District	San Bernardino	Measure Z	33,000,000	49.7%	50.3%	FAIL
Clovis Unified School District	Fresno	Measure A	408,000,000	49.6%	50.4%	FAIL
Stanislaus Union School District	Stanislaus	Measure J	21,400,000	49.3%	50.7%	FAIL
Victor Elementary School District	San Bernardino	Measure D	4,800,000	49.2%	50.8%	FAIL
Fullerton Elementary School District	Orange	Measure J	198,000,000	48.4%	51.6%	FAIL
Rim of the World Unified School District	San Bernardino	Measure A	51,500,000	47.5%	52.5%	FAIL
Imperial Unified School District	Imperial	Measure P	30,000,000	46.8%	53.3%	FAIL
Newman-Crows Landing Unified School Dis	Stanislaus	Measure K	35,000,000	46.5%	53.5%	FAIL
Manteca Unified School District	San Joaquin	Measure R	260,000,000	46.4%	53.6%	FAIL
Chatom Union School District	Stanislaus	Measure O	10,700,000	46.1%	53.9%	FAIL
Merced Community College District	Merced / Fresno / Madera	Measure J	247,000,000	46.1%	53.9%	FAIL
Porterville Unified School Facilities Improve	Tulare	Measure L	33,400,000	46.0%	54.0%	FAIL
Brea Olinda Unified School District	Orange	Measure G	123,000,000	46.0%	54.0%	FAIL
Williams School District	Colusa	Measure A	19,000,000	45.9%	54.1%	FAIL
Cajon Valley Union School District	San Diego	Measure L	220,000,000	45.9%	54.1%	FAIL
Capistrano Unified School District School F:	Orange	Measure I	300,000,000	45.8%	54.2%	FAIL
Riverside Community College District	Riverside	Measure A	715,000,000	45.6%	54.4%	FAIL
Hanford Elementary School District	Kings	Measure H	23,000,000	45.5%	54.5%	FAIL
Keppel Union School District	Los Angeles	Measure SF	17,900,000	45.4%	54.6%	FAIL
Jurupa Unified School District	Riverside	Measure E	192,000,000	45.3%	54.7%	FAIL
Cuddeback Union School District	Humboldt	Measure P	730,000	45.0%	55.0%	FAIL
Moorpark Unified School District	Ventura	Measure A	96,000,000	45.0%	55.0%	FAIL

School Bond Measures - 55% Approval

School District	County	Measure	Amount	YES%	NO%	
Colfax Elementary School District	Placer	Measure B	4,700,000	44.8%	55.2%	FAIL
Capistrano Unified School District School F:	Orange	Measure H	120,000,000	44.2%	55.8%	FAIL
Trinity Alps Unified School District	Trinity	Measure F	16,670,000	44.1%	55.9%	FAIL
Lemoore Union High School District	Kings	Measure L	26,000,000	43.2%	56.8%	FAIL
Cuddeback Union School District	Humboldt	Measure Q	700,000	43.1%	56.9%	FAIL
Black Oak Mine Union School District	El Dorado	Measure H	29,868,000	42.8%	57.2%	FAIL
Wheatland Union High School District	Yuba	Measure L	16,500,000	42.6%	57.4%	FAIL
Sulphur Springs Union School District	Los Angeles	Measure US	78,000,000	42.6%	57.5%	FAIL
Salida Union School District	Stanislaus	Measure M	24,700,000	42.0%	58.0%	FAIL
Salida Union School District	Stanislaus	Measure L	20,000,000	42.0%	58.0%	FAIL
Eureka Union School District	Placer	Measure A	49,000,000	41.8%	58.2%	FAIL
Lassen View Union Elementary School Distr	Tehama	Measure F	2,700,000	41.8%	58.3%	FAIL
Lone Pine Unified School District	Inyo	Measure M	14,000,000	41.6%	58.4%	FAIL
Terra Bella Union School District	Tulare	Measure M	5,000,000	41.3%	58.7%	FAIL
Lakeside Union School District	San Diego	Measure R	33,000,000	41.2%	58.8%	FAIL
Penn Valley Unified School District	Nevada	Measure J	16,000,000	41.2%	58.8%	FAIL
San Marino Unified School District	Los Angeles	Measure S	200,000,000	41.0%	59.0%	FAIL
Morongo Unified School District	San Bernardino	Measure C	55,600,000	40.0%	60.0%	FAIL
Rescue Union School District	El Dorado	Measure G	75,000,000	39.8%	60.2%	FAIL
Morgan Hill Unified School District	Santa Clara	Measure I	900,000,000	39.1%	60.9%	FAIL
El Dorado Unified High School District	El Dorado	Measure A	120,000,000	38.6%	61.4%	FAIL
Palos Verdes Peninsula Unified School Distr	Los Angeles	Measure PV	389,385,000	38.1%	61.9%	FAIL
Saddleback Valley Unified School District	Orange	Measure M	495,000,000	37.5%	62.5%	FAIL
San Benito High School District	San Benito / Santa Clara	Measure L	30,000,000	36.8%	63.2%	FAIL
Gerber Union Elementary School District	Tehama	Measure E	4,000,000	36.5%	63.5%	FAIL
Patterson Joint Unified School District	Santa Clara / Stanislaus	Measure N	32,500,000	34.1%	65.9%	FAIL
Western Placer Unified School District	Placer	Measure D	29,000,000	33.1%	66.9%	FAIL
Beaumont Unified School District	San Bernardino / Riverside	Measure B	98,000,000	32.9%	67.1%	FAIL

School Bond Measures - Two-Thirds Vote

Agency Name	County		Amount (millions)	YES%	NO%	
Mountain View School District	Los Angeles	Measure M	56,000,000	69.4%	30.7%	PASS
Plumas Lake Elementary School District	Yuba	Measure M	30,000,000	52.7%	47.4%	FAIL

Local School Bond Measures March 2020
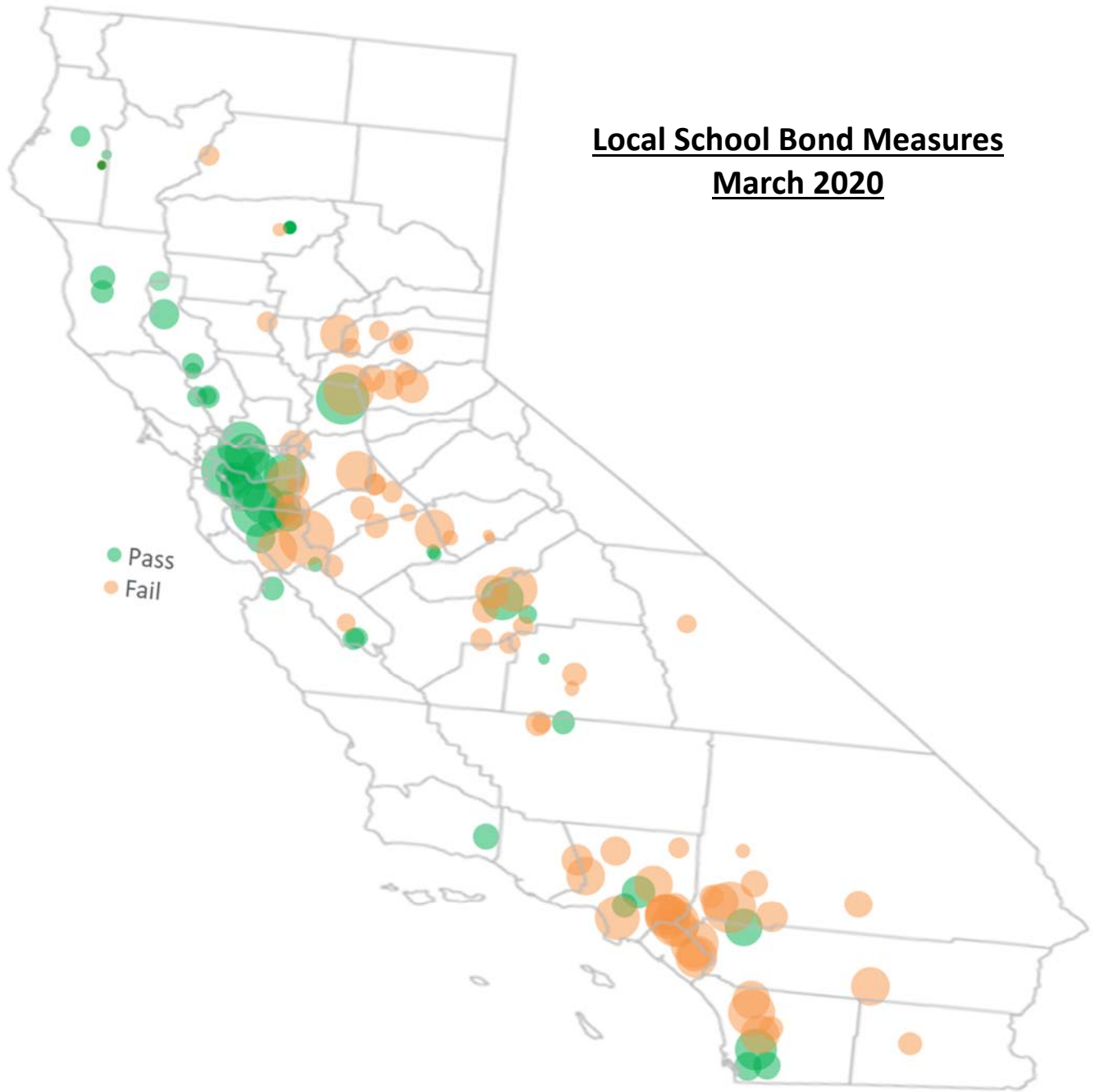
School Parcel Taxes ✓

There were twenty-eight school parcel taxes this election. Fourteen passed including all that were extensions of existing taxes otherwise scheduled to sunset.
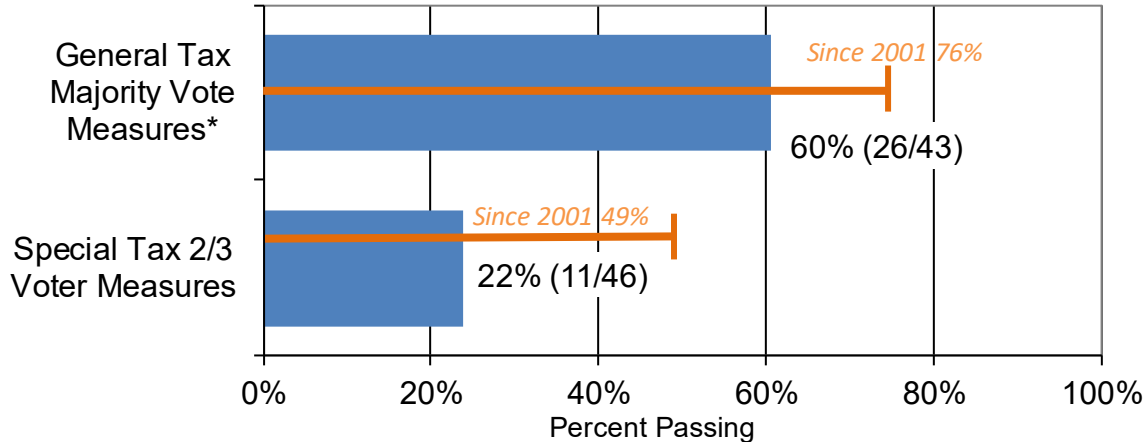
School Parcel Taxes (2/3 voter approval)

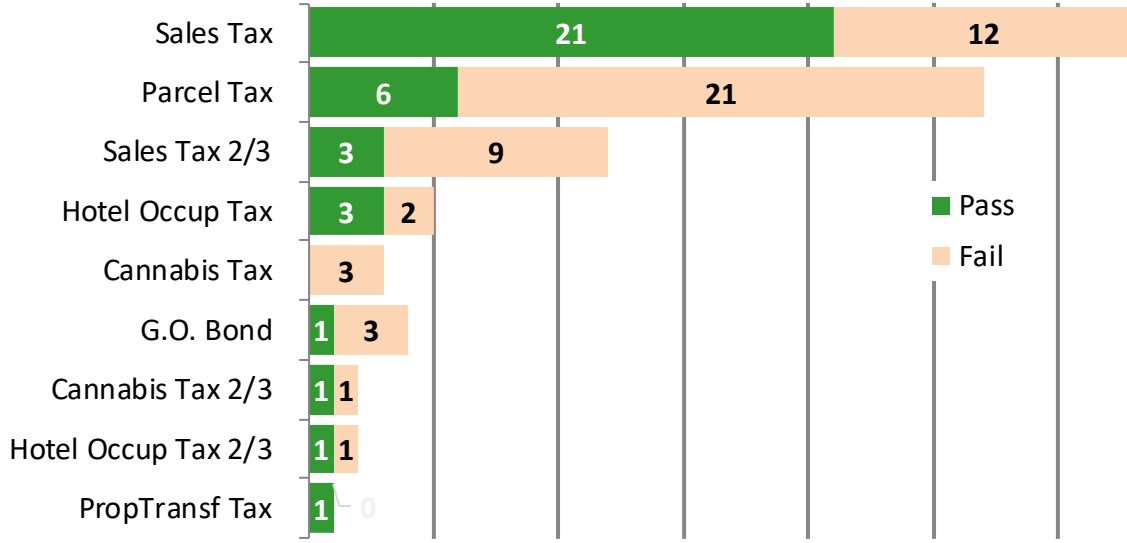| Agency Name	County		Rate	Sunset	YES%	NO%	
Berkeley Unified School District	Alameda	Measure H	$0.091+/sf/yr extend	10 yrs	**83.7%**	16.3%	PASS
Albany Unified School District	Alameda	Measure B	$130+/yr	6 yrs	**83.2%**	16.8%	PASS
Berkeley Unified School District	Alameda	Measure E	$0.124+/sf/yr	12 yrs	**80.5%**	19.5%	PASS
Santa Cruz Elementary School District	Santa Cruz	Measure U	$208/yr extend	none	**78.5%**	21.5%	PASS
Emery Unified School District	Alameda	Measure K	$0.12/sf/yr	9 yrs	**75.3%**	24.8%	PASS
Santa Cruz High School District	Santa Cruz	Measure T	$110/yr extend	none	**73.3%**	26.7%	PASS
Lafayette School District	Contra Costa	Measure L	$290/yr	7 yrs	**72.8%**	27.2%	PASS
San Carlos School District	San Mateo	Measure N	by $88 to $296.60/yr	8 yrs	**71.6%**	28.4%	PASS
La Honda-Pescadero Unified School District	San Mateo	Measure M	$130/yr extend	7 yrs	**71.3%**	28.7%	PASS
Moraga School District	Contra Costa	Measure M	$192/yr	none	**70.8%**	29.2%	PASS
La Canada Unified School District	Los Angeles	Measure LC	$450/yr extend	none	**70.8%**	29.2%	PASS
Davis Joint Unified School District Parcel Tax	Yolo / Solano	Measure G	$198+/yr	none	**67.3%**	32.7%	PASS
Alameda Unified School District	Alameda	Measure A	$318+/yr	6 yrs	**67.1%**	32.9%	PASS
West Sonoma County Union High School Dis	Sonoma	Measure B	$79/parcel	8 yrs	**66.8%**	33.2%	PASS
Castro Valley Unified School District	Alameda	Measure I	$96/yr	6 yrs	64.6%	**35.4%**	FAIL
Portola Valley School District	San Mateo	Measure P	$581+/yr	8 yrs	64.5%	**35.6%**	FAIL
Burbank Unified School District	Los Angeles	Measure I	$0.10/sf/yr	12 yrs	64.1%	**35.9%**	FAIL
Tamalpais Union High School District	Marin	Measure B	+$190/yr to $645	10 yrs	63.7%	**36.3%**	FAIL
Soquel Elementary School District	Santa Cruz	Measure V	$96/yr	6 yrs	63.5%	**36.5%**	FAIL
Foothill-De Anza Community College District	Santa Clara	Measure H	$48/yr	5 yrs	62.6%	**37.4%**	FAIL
Campbell Union School District	Santa Clara	Measure P	$98/yr	9 yrs	61.3%	**38.7%**	FAIL
Cutler-Orosi Joint Unified School District	Tulare / Fresno	Measure K	$38+/yr	none	61.0%	**39.0%**	FAIL
Cupertino Union School District	Santa Clara	Measure O	$125/yr	5 yrs	59.7%	**40.3%**	FAIL
Campbell Union High School District	Santa Clara	Measure K	$298/yr	8 yrs	59.5%	**40.5%**	FAIL
Union School District	Santa Clara	Measure Q	$149/yr	6 yrs	57.7%	**42.3%**	FAIL
Oak Grove School District	Santa Clara	Measure S	$132/yr	9 yrs	55.4%	**44.6%**	FAIL
Fremont Unified School District	Alameda	Measure L	$296/yr	9 yrs	54.9%	**45.1%**	FAIL
Novato Unified School District	Marin	Measure A	+$125/yr to $376	10 yrs	54.6%	**45.4%**	FAIL

City, County and Special District Measures

The passage rate of local non-school majority vote tax measures was also markedly lower in all categories compared to prior primary elections. Twenty-six of the 43 majority vote tax measures passed. Among the two-thirds vote city, county and special district special tax and bond measures, just 11 of 46 passed.

City / County / Special District Tax & Bond Measures March 2020

General Tax Majority Vote Measures*
Since 2001 76%
60% (26/43)

Special Tax 2/3 Voter Measures
Since 2001 49%
22% (11/46)

Percent Passing

*Includes Measure C in Alameda County, an earmarked sales tax increase placed on the ballot by initiative.

City, County, Special District $Measures March 2020

Measure	Pass	Fail
Sales Tax	21	12
Parcel Tax	6	21
Sales Tax 2/3	3	9
Hotel Occup Tax	3	2
Cannabis Tax		3
G.O. Bond	1	3
Cannabis Tax 2/3	1	1
Hotel Occup Tax 2/3	1	1
PropTransf Tax	1	0

General Obligation Bonds ✓

Voters in San Francisco approved a property tax increase to fund a $628.5 million bond for earthquake safety. The measure will increase property taxes by about $15 per $100,000 of property value. The three other general obligation bond measures failed to achieve the required two-thirds approval threshold.

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City, County and Special District General Obligation Bond Measures (2/3 vote)

Agency	County		Amount		Rate	YES%	NO%	
San Francisco	San Francisco	Measure B	$ 628,500,000	earthquake safety	$15/$100k	**82.8%**	17.2%	PASS
Alameda County Fire District	Alameda	Measure D	$ 90,000,000	fire/ems	$16/$100k	66.4%	**33.6%**	FAIL
Pleasant Hill Recreation and Park District	Contra Costa	Measure A	$ 63,500,000	parks/recreation	$19/$100k	60.3%	39.8%	FAIL
Antelope Valley Healthcare District	Los Angeles	Measure A	$ 350,000,000	medical	$40/$100k*	50.1%	49.9%	FAIL

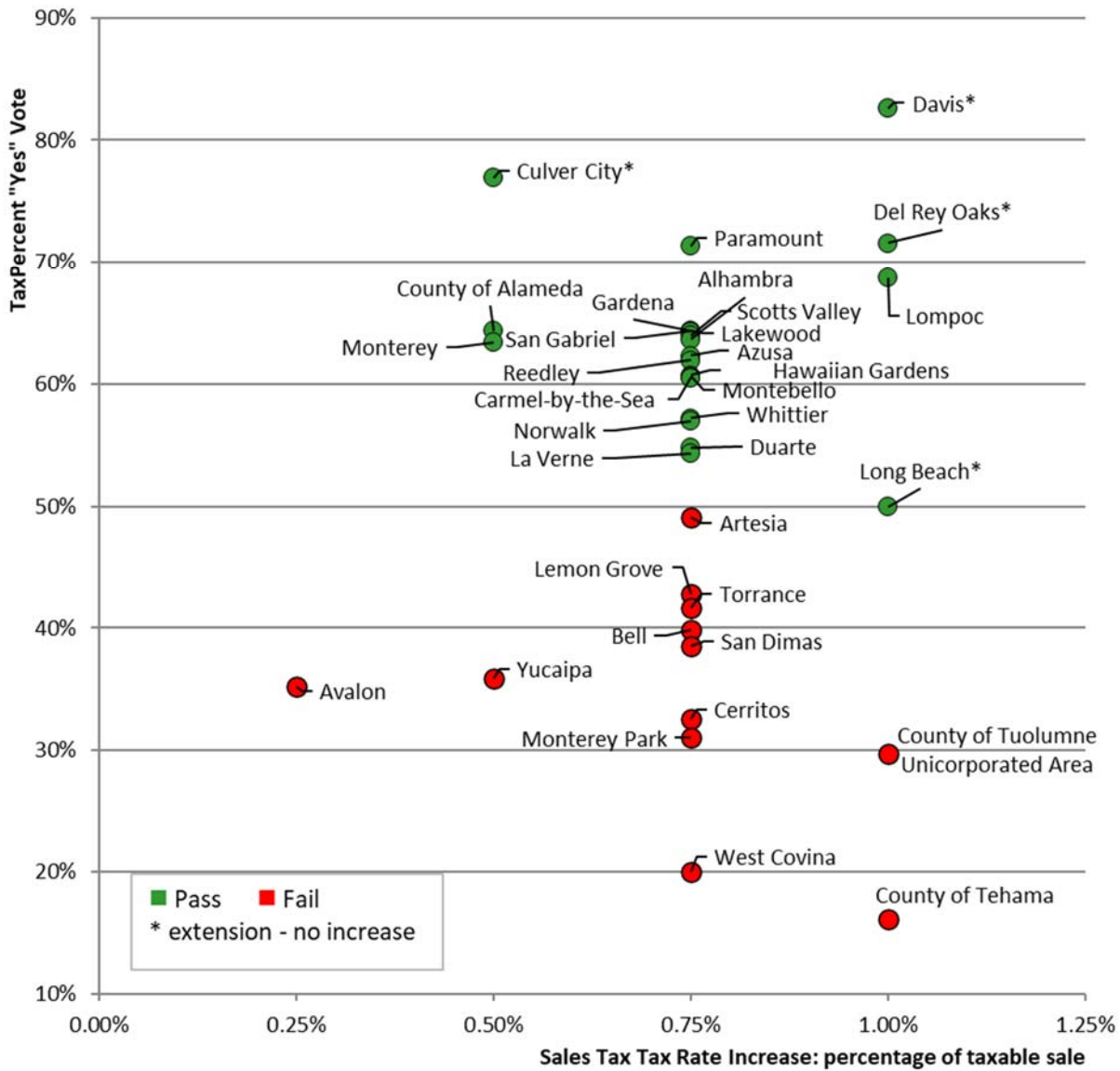# Local Add-On Sales Taxes (Transaction and Use Taxes) ✓

Voters in 30 cities considered general purpose majority vote add-on sales tax rates ranging from ½ percent to one percent. Twenty-one passed. Among the losing measures, Tehama County sought a countywide one percent tax for general purposes and Tuolumne County sought a one percent tax from its unincorporated areas for general support of services to those areas. Voters in Alameda County approved a majority vote citizens initiative for children's health. A companion advisory measure in Monterey Park was of no help getting that tax passed.

Transactions and Use Tax (Add-on Sales Tax) - General Tax - Majority Approval

City	County	Measure	Rate		Sunset	YES%	NO%	
Davis	Yolo	Measure Q	1 cent	extend	none	**82.6%**	17.4%	PASS
Culver City	Los Angeles	Measure CC	1/2 cent	extend	4/1/2033	**76.9%**	23.1%	PASS
Del Rey Oaks	Monterey	Measure F	1 cent	extend	none	**71.6%**	28.4%	PASS
Paramount	Los Angeles	Measure Y	3/4 cent		none	**71.4%**	28.6%	PASS
Lompoc	Santa Barbara	Measure I	1 cent		15 yrs	**68.7%**	31.3%	PASS
Lakewood	Los Angeles	Measure L	3/4 cent		none	**64.4%**	35.6%	PASS
San Gabriel	Los Angeles	Measure SG	3/4 cent		none	**64.3%**	35.7%	PASS
Gardena	Los Angeles	Measure G	3/4 cent		none	**64.3%**	35.7%	PASS
Scotts Valley	Santa Cruz	Measure Z	by 3/4cent to 1.25		12yrs	**64.0%**	36.0%	PASS
Alhambra	Los Angeles	Measure AL	3/4 cent		none	**63.7%**	36.4%	PASS
Monterey	Monterey	Measure G	1/2 cent		9 yrs	**63.4%**	36.6%	PASS
Azusa	Los Angeles	Measure Z	3/4 cent		none	**62.3%**	37.7%	PASS
Reedley	Fresno	Measure B	3/4 cent		10 yrs	**62.0%**	38.0%	PASS
Hawaiian Gardens	Los Angeles	Measure HG	3/4 cent		none	**60.7%**	39.3%	PASS
Montebello	Los Angeles	Measure H	3/4 cent		none	**60.6%**	39.4%	PASS
Carmel-by-the-Sea	Monterey	Measure C	by 3/4 cent to 1.25		20 yrs	**60.5%**	39.5%	PASS
Whittier	Los Angeles	Measure W	3/4 cent		none	**57.2%**	42.8%	PASS
Norwalk	Los Angeles	Measure P	3/4 cent		none	**57.0%**	43.0%	PASS
Duarte	Los Angeles	Measure D	3/4 cent		none	**54.9%**	45.2%	PASS
La Verne	Los Angeles	Measure LV	3/4 cent		none	**54.4%**	45.6%	PASS
Long Beach	Los Angeles	Measure A	1 cent	extend	none	**50.0%**	50.0%	PASS
Artesia	Los Angeles	Measure AA	3/4 cent		none	49.1%	**50.9%**	FAIL
Lemon Grove	San Diego	Measure S	3/4 cent		none	42.8%	**57.3%**	FAIL
Torrance	Los Angeles	Measure X	3/4 cent		none	41.6%	**58.4%**	FAIL
Bell	Los Angeles	Measure TT	3/4 cent		none	39.8%	**60.2%**	FAIL
San Dimas	Los Angeles	Measure SD	3/4 cent		none	38.5%	**61.5%**	FAIL
Yucaipa	San Bernardino	Measure E	1/2 cent		none	35.9%	**64.1%**	FAIL
Avalon	Los Angeles	Measure SS	1/4 cent		none	35.3%	**64.8%**	FAIL
Cerritos	Los Angeles	Measure C	3/4 cent		none	32.5%	**67.5%**	FAIL
Monterey Park	Los Angeles	Measure GG	3/4 cent		none	31.0%	**69.0%**	FAIL
County of Tuolumne Uninc	Tuolumne	Measure P	1 cent		none	29.7%	**70.3%**	FAIL
West Covina	Los Angeles	Measure WC	3/4 cent		none	20.0%	**80.0%**	FAIL
County of Tehama	Tehama	Measure G	1 cent		10 yrs	16.1%	**83.9%**	FAIL

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Initiative measure

| County of Alameda | Alameda | Measure C | 1/2 cent | children's health | none | **64.4%** | 35.7% | PASS |

Voters in five cities, three counties and two regional districts considered two-thirds vote special sales tax measures. Only the cities of Emeryville and Watsonville succeeded.

Transactions and Use Tax (Add-on Sales Tax) - Special Tax - Two-Thirds Approval

Agency Name	County		Rate		Purpose	Sunset	YES%	NO%	
Watsonville	Santa Cruz	Measure Y	1/2 cent	extend	police/fire	none	**77.8%**	22.2%	PASS
Emeryville	Alameda	Measure F	1/4 cent		public safety, early childhood	none	**74.5%**	25.5%	PASS
County of Sonoma	Sonoma	Measure G	1/2 cent		fire / ems	none	64.8%	**35.2%**	FAIL
Napa County Regional Park and Open Space District	Napa	Measure K	1/4 cent		parks / open space	15 yrs	63.1%	**36.9%**	FAIL
Isleton	Sacramento	Measure D	1/4 cent		fire / ems	5 yrs	62.6%	**37.4%**	FAIL
Atwater	Merced	Measure O	by 1/2 cent to 1		police / fire	none	59.6%	**40.4%**	FAIL
Sonoma-Marin Area Rail Transit District	Marin / Sonoma	Measure I	1/4 cent		transit	30 yrs	55.2%	**44.8%**	FAIL
Escalon	San Joaquin	Measure S	1/2 cent		police	10 yrs	52.5%	**47.5%**	FAIL
County of Contra Costa	Contra Costa	Measure J	1/2 cent		transportation	35 yrs	51.7%	**48.3%**	FAIL
Susanville	Lassen	Measure N	1 cent		police/fire	none	51.5%	**48.5%**	FAIL
County of Shasta	Shasta	Measure A	1 cent		police / fire / DA	none	49.7%	**50.3%**	FAIL

Local Sales Tax Measures March 2020

● = Pass
● = Fail
□ = special tax – two-thirds approval

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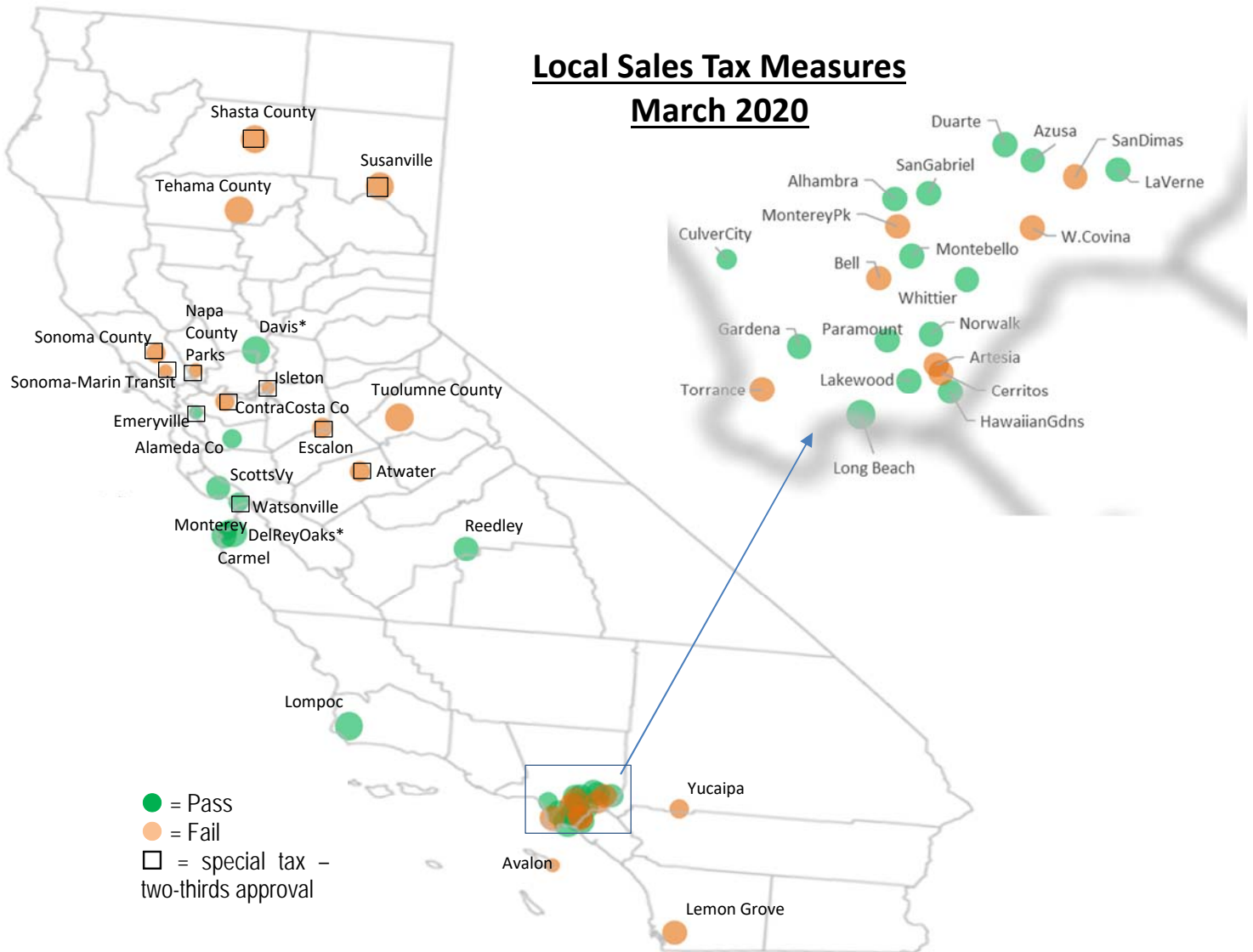
Transient Occupancy Taxes ✓

There were seven Transient Occupancy Tax (Hotel Tax) measures, including five majority vote general purpose measures. The county of Mendocino accompanied its measure to extend its 10 percent tax to campgrounds and RV parks with an advisory measure to use the proceeds for fire services. In Mendocino County, the majority vote measure was accompanied by a passing advisory measure stipulating that the proceeds should be used for fire prevention and suppression services throughout the county.

Transient Occupancy Tax Tax Measures: Majority Vote General Use

Agency Name	County		Rate	YES%	NO%	
Long Beach	Los Angeles	Measure B	by 1% to 7%	**59.2%**	40.8%	PASS
County of Mendocino	Mendocino	Measure D	10%	**57.9%**	42.2%	PASS
County of Siskiyou uninc a	Siskiyou	Measure A	by 4% to 12%	**54.0%**	46.0%	PASS
County of Tuolumne Uninc	Tuolumne	Measure Q	by 2% to 12%	46.4%	**53.6%**	FAIL
Artesia	Los Angeles	Measure BB	by 2.5% to 15%	46.5%	**53.6%**	FAIL

Transient Occupancy Tax Tax Measures: Two-thirds Vote Special Purpose

City	County	Measure	Rate	YES%	NO%	
Ojai	Ventura	Measure C	by 5% to 15%	**83.1%**	16.9%	PASS
San Diego	San Diego	Measure C	1.25%, 2.25% or 3.25%	65.2%	**34.8%**	FAIL

Cannabis – Local Excise Taxes ✓

Voters in two counties and two cities considered cannabis taxes on marijuana activities. The two competing Kern County measures and the Barstow measure also would have legalized retail cannabis sales and cultivation. El Monte's tax that did not involve the question of legalization passed. The others failed.

Cannabis Taxes - Majority Vote General Use

Agency Name	County		Rate	YES%	NO%	
County of Kern	Kern	Measure D	3.75%	40.5%	**59.5%**	FAIL
County of Kern	Kern	Measure E	3.5%	42.5%	**57.5%**	FAIL
County of Trinity	Trinity	Measure A	7%grossRcpts, $0.85/sf cultivation	49.9%	**50.1%**	FAIL

Cannabis Taxes - Two-Thirds Vote Special Purpose

Agency Name	County		Rate	YES%	NO%	
El Monte	Los Angeles	Measure PC	9%grossRcpts, 6%cultivation	**71.5%**	28.5%	PASS
Barstow	San Bernardino	Measure F	15%grossRcpts, $30/sf cultivation	55.5%	**44.5%**	FAIL

Property Transfer Tax ✓

Voters in the City of San Jose approved a proposal to increase the city's Property Transfer Tax.

Property Transfer Taxes

Agency Name	County		Rate	Sunset	YES%	NO%	
San Jose	Santa Clara	Measure E	$2m-$5m: 0.75%, $5m-$10m: 1.0%, >$10m: 1.5%	none	**53.4%**	46.6%	PASS

Parcel Taxes and Special Taxes (non-school) ✓

There were twenty-seven non-school parcel taxes including twenty-one special district measures. Six passed.
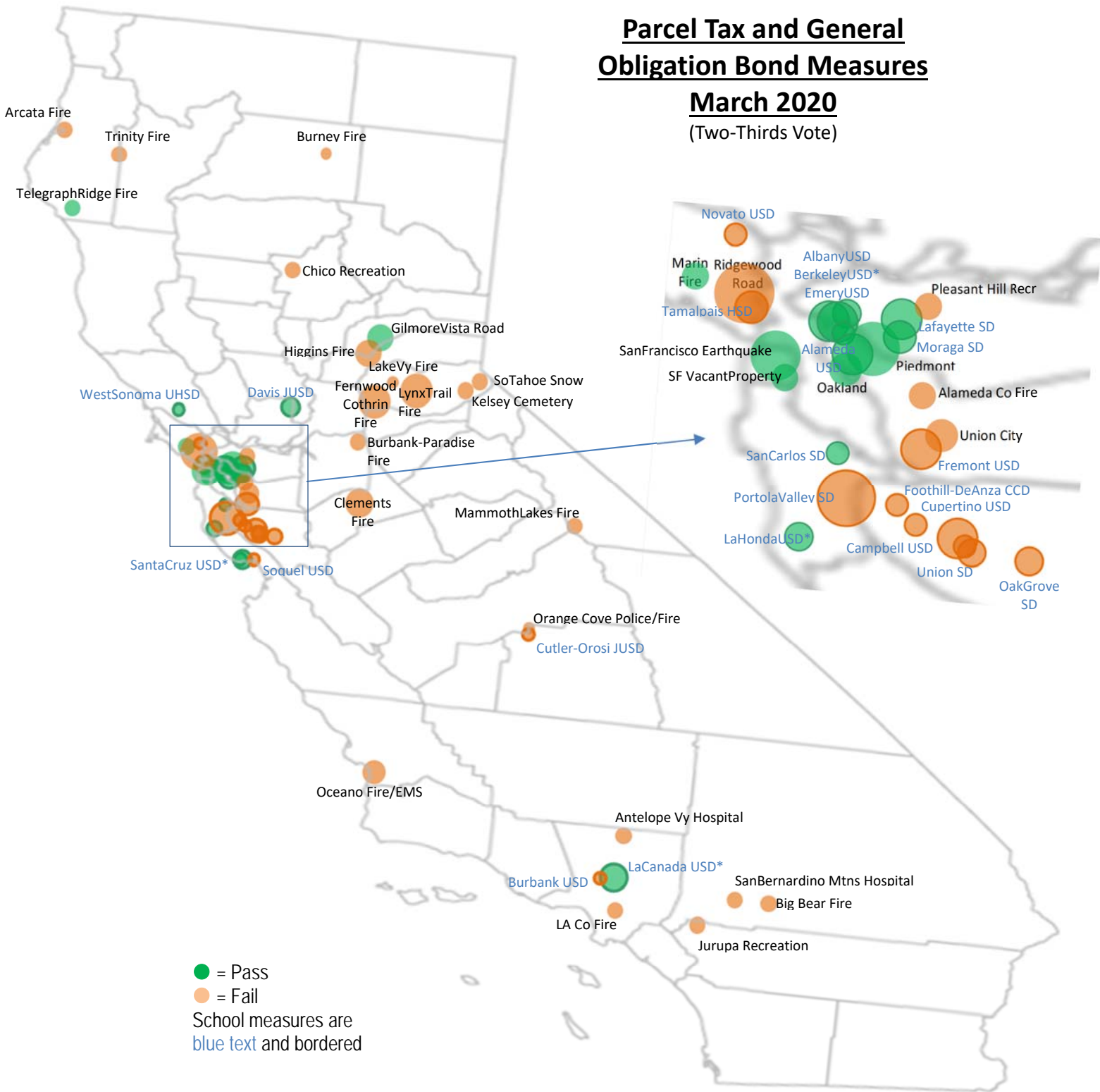
City, County and Special District Parcel Taxes (2/3 vote)

Agency Name	County		Amount	Purpose	sunset	YES%	NO%	
Piedmont	Alameda	Measure T	$383+/edu/yr	general	4 yrs	**83.0%**	17.0%	PASS
Telegraph Ridge Fire Protection District	Humboldt	Measure U	$55/yr*	fire/ems	.	**81.2%**	18.8%	PASS
Gilmore Vista County Service Area	El Dorado	Measure J	+$100 to $270/yr	roads	none	**72.3%**	27.7%	PASS
Marin Wildfire Prevention Authority JPA	Marin	Measure C	10¢/sf/yr	fire / ems	10 yrs	**70.3%**	29.7%	PASS
San Francisco	San Francisco	Measure D	$350+/sf/yr	small business assistance	none	**70.1%**	30.0%	PASS
Oakland	Alameda	Measure Q	$148/yr	parks, mtc, homelessness	20 yrs	**68.1%**	31.9%	PASS
Oceano Community Services District	San Luis Obispo	Measure A	$180+ / yr	fire / ems	none	66.1%	**33.9%**	FAIL
Mammoth Lakes Fire Protection District	Mono	Measure F	$85+/rdu	fire / ems	none	65.3%	**34.7%**	FAIL
Ridgewood Avenue Permanent Road Division	Marin	Measure J	$1,281/yr	roads	10 yrs (then to $100/yr)	62.5%	**37.5%**	FAIL
Union City	Alameda	Measure U	$168+/edu/yr	police/fire	8 yrs	62.5%	**37.5%**	FAIL
Arcata Fire Protection District	Humboldt	Measure R	$118/yr*	fire / ems	20 yrs	61.9%	**38.1%**	FAIL
Lake Valley Fire Protection District	El Dorado	Measure B	$52/yr	fire / ems	none	61.5%	**38.5%**	FAIL
Clements Rural Fire Protection District	San Joaquin	Measure Q	$0.04/sf/yr	fire / ems	none	60.0%	**40.0%**	FAIL
Orange Cove	Fresno	Measure G	$36/yr	police/fire	4yrs	59.5%	**40.5%**	FAIL
Fernwood Cothrin Ranch County Service Area	El Dorado	Measure K	+$300 to $450/yr	roads	none	59.3%	**40.7%**	FAIL
Higgins Fire Protection District	Nevada	Measure I	$240+/yr	fire / ems	none	58.3%	**41.7%**	FAIL
San Bernardino Mountains Community Hospital District	San Bernardino	Measure H	$80+/yr	hospital	none	57.7%	**42.3%**	FAIL
Burney Fire Protection District	Shasta	Measure B	$46/yr	fire / ems	none	54.2%	**45.8%**	FAIL
County of Trinity	Trinity	Measure E	$83/yr	ems	.	52.8%	**47.2%**	FAIL
Los Angeles County Fire District	Los Angeles	Measure FI	$0.06+/sf/yr	fire / ems	none	52.5%	**47.6%**	FAIL
Burbank-Paradise Fire Protection District	Stanislaus	Measure P	$275/yr	fire / ems	none	51.2%	**48.8%**	FAIL
Snow Removal Zone South Lake Tahoe County Service Area	El Dorado	Measure M	+$60 to $80/yr	roads	none	49.1%	**50.9%**	FAIL
Lynx Trail County Service Area	El Dorado	Measure L	+$200 to $500/yr	roads	none	47.0%	**53.0%**	FAIL
Kelsey Cemetery District	El Dorado	Measure C	$8/yr	cemetery	10 yrs	48.3%	**51.7%**	FAIL
Chico Area Recreation and Park District	Butte	Measure A	$85+/yr	parks / recreation	none	48.6%	**51.4%**	FAIL
Jurupa Area Recreation and Park District	Riverside	Measure H	$30/yr	parks / recreation	none	43.2%	**56.8%**	FAIL
Big Bear Fire Authority JPA	San Bernardino	Measure I	$0.06/sf/yr	fire / ems	none	41.6%	**58.4%**	FAIL

Parcel Tax and General Obligation Bond Measures March 2020
(Two-Thirds Vote)

Arcata Fire

Trinity Fire

Burney Fire

TelegraphRidge Fire

Chico Recreation

GilmoreVista Road

Higgins Fire

LakeVy Fire

WestSonoma UHSD

Davis JUSD

Fernwood Cothrin Fire

LynxTrail Fire

SoTahoe Snow

Kelsey Cemetery

Burbank-Paradise Fire

Clements Fire

MammothLakes Fire

SantaCruz USD*

Soquel USD

Novato USD

Marin Fire

Ridgewood Road

AlbanyUSD
BerkeleyUSD*
EmeryUSD

Pleasant Hill Recr

Tamalpais HSD

Lafayette SD

SanFrancisco Earthquake

Alameda USD

Moraga SD

SF VacantProperty

Oakland

Piedmont

Alameda Co Fire

SanCarlos SD

Union City

PortolaValley SD

Fremont USD

Foothill-DeAnza CCD
Cupertino USD

LaHondaUSD*

Campbell USD

Union SD

OakGrove SD

Orange Cove Police/Fire

Cutler-Orosi JUSD

Oceano Fire/EMS

Antelope Vy Hospital

Burbank USD

LaCanada USD*

SanBernardino Mtns Hospital

Big Bear Fire

LA Co Fire

Jurupa Recreation

● = Pass
● = Fail
School measures are
blue text and bordered

Other Municipal Measures of Note ✓

Voters in Santa Paula changed their elected city treasurer and city clerk positions to be appointed by the city council. In El Segundo, the city council will now appoint the elected city treasurer. Similar proposals in four other cities failed.

Appointed City Clerk / City Treasurer / etc.

Agency Name	County			YES%	NO%	
El Segundo	Los Angeles	Measure T	appt treasurer	**64.8%**	35.2%	PASS
Santa Paula	Ventura	Measure D	appt treasurer & clerk	**50.9%**	49.1%	PASS
National City	San Diego	Measure H	appt treasurer, clerk	48.0%	**52.0%**	FAIL
Sonora	Tuolumne	Measure O	appt treasurer & clerk	46.0%	**54.0%**	FAIL
Torrance	Los Angeles	Measure J	appt treasurer	37.4%	**62.6%**	FAIL
Torrance	Los Angeles	Measure Q	appt clerk	37.1%	**62.9%**	FAIL
Oceanside	San Diego	Measure K	appt treasurer, clerk	24.8%	**75.3%**	FAIL

Voters in Oxnard approved a far-reaching citizens initiative restricting city council authority, imposing term limits and requiring various transparency and oversight rules. Indian Wells voters approved a measure limiting city council to two four-year terms.

Term limits

Agency Name	County		YES%	NO%	
Indian Wells	Riverside	Measure J	**61.3%**	38.7%	PASS
Oxnard	Ventura	Measure B	**82.3%**	17.7%	PASS

District elections was the topic in measures in Sunnyvale and Santa Clara.

District Elections

	County		Proposal	YES%	NO%	
Sunnyvale	Santa Clara	Measure B	Shall Article VI of the City of Sunnyvale Charter be amended to establish "by-district" elections for six Council members required to be residents of a district and elected only by the voters of that district, and one Mayor who will be directly elected by all City voters; change term limits to permit service on the Council for three consecutive terms but only two as Council member or Mayor; and make other conforming amendments?	**61.8%**	38.2%	PASS
Santa Clara	Santa Clara	Measure C	Shall the City Charter be amended to elect city council members by district, excepting the mayor, as follows: for the 2020 election to establish six districts for the election of one council member to represent each district; and, beginning in 2022 to establish three districts for the election of two council members to represent each district; and to require an independent redistricting committee?	38.5%	**61.5%**	FAIL

Orange County voters approved a measure requiring any tax measure placed on the ballot to receive approval by two thirds of the Board of Supervisors. Sacramento city voters rejected a ballot-box-budgeting initiative.

Other

	County		Proposal	YES%	NO%	
County of Orange	Orange	Measure A	Vote Requirement to Propose Taxes to Voters for Approval. No Board of Supervisors sponsored proposal to impose, extend or increase a tax shall be presented at an election unless the ordinance or resolution proposing to impose, extend or increase such tax is approved by at least a two-thirds vote of the total members of the Board of Supervisors. As used in this section, the term "tax" shall mean both a "general tax" and a "special	**78.4%**	21.6%	PASS
Sacramento	Sacramento	Measure G	Shall the measure amending the Sacramento City Charter to (1) require that 2.5% of the city's unrestricted revenues be set aside in a newly-established Sacramento Children's Fund, for 12 consecutive fiscal years beginning in 2021-2022, to be spent only on qualifying youth and child services; (2) require that the 2.5% be in addition to that which was expended on eligible youth and children services in fiscal year 2019-2020: and (3) establish a Fund Planning and Oversight Commission, be adopted?	44.6%	**55.4%**	FAIL

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Some Reflection and Context

If you asked me (as some did) a year ago about the likely number of measures and success rate for this election, I would have estimated, based on prior presidential and gubernatorial primaries, far fewer measures on the ballot. I would also have estimated a much higher passage rate.

Interestingly, the number of measures that passed is actually higher in all categories except parcel taxes (city, county, special district and schools) which require two-thirds voter approval. In fact, the dollar volume of local school bonds, some $6.620 billion, is a record for a spring primary election. Of course, that number is dwarfed by the total $17.095 billion requested.

School Measures in California - Presidential and Gubernatorial

	June2008		June2010		June2012		June2014		June2016		June 2018		**March 2020**	
School ParcelTax 2/3	6/13	46.2%	16/22	72.7%	9/13	69.2%	5/5	100.0%	7/7	100.0%	10/11	90.9%	14/28	50.0%
School Bond 2/3	1/1	100.0%	/	0.0%	/	0.0%	1/1	100.0%	1/1	100.0%	0/2	0.0%	1/2	50.0%
School Bond 55%	25/32	78.1%	15/20	75.0%	25/34	73.5%	32/43	74.4%	41/45	91.1%	33/38	86.8%	43/119	36.1%
Total	32/46	69.6%	31/42	73.8%	34/47	72.3%	38/49	77.6%	49/53	92.5%	43/51	84.3%	58/149	38.9%

School Bonds in California - Presidential and Gubernatorial

	June2012	June2014	June2016	June 2018	**March 2020**
Approved	$ 2.005	$ 2.432	$ 5.660	$ 3.724	**$ 6.620**
Requested	$ 2.320	$ 2.800	$ 6.120	$ 3.900	**$ 17.095**

Indeed, on election night, with so many tax and bond measures falling short, I cautioned people to await the completion of the full count. Over recent elections, an increasing number of ballots have been counted after election night, ballots that are mailed in late or turned in at the polling places. This election, in fact, saw a record number and percentage of mail-in ballots dropped off or mailed on election day and provisional ballots, ballots that are not counted on election night but must await tallies by elections staff over subsequent weeks.

In prior elections, these late counted ballots have favored tax and bond measures strongly, swinging to passing many measures that were down by as much as five percent on election night. But this election, the late ballots, while generally more favorable to tax and bond measures than the election night results, were not as strongly so, swinging just 10 measures to passing out of over 40 that were failing by within five percent on election night.

It appears there was a change in the mood of voters in those closing days of February leading up to election day. Here's where I turn to public opinion research specialists like Fairbank, Maslin, Maullin, Metz & Associates (FM3) for insights.

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MC

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Michael Coleman is a leading expert on California local government revenues, spending and financing. He is the creator of CaliforniaCityFinance.com, the California Local Government Finance Almanac, an online resource of data, analyses and articles on California municipal finance and budgeting.

FM3 RESEARCH:

NEGATIVE MARCH 2020 FINANCE MEASURE OUTCOMES THE RESULT OF A "PERFECT STORM"
Cumulative Impact of a Variety of Individual Factors Changed the Context of the Election

This comprehensive report by Michael Coleman on local ballot measure outcomes in California's March 3rd, 2020 statewide primary election provides a vital service by helping all of us to understand an election that took place seven weeks ago, in a world that looked radically different from the one that we face today. California's March 3rd election represented a dramatic departure from recent precedents in our state. From the sheer number of local tax and bond measures on the ballot (more than any previous primary election) and the historically small share of them that won approval from voters, to the first unsuccessful statewide school bond measure in a quarter century, last month's election was exceptional.

WHAT MAY HAVE HAPPENED, AND WHAT HAVE WE LEARNED SO FAR?

What were the factors that contributed to the rejection of so many finance measures on the March 3rd primary ballot? While a complete picture of what occurred (and why) likely won't be available until after ballot-counting has been completed and the final election results are certified by the State, FM3 and others have already begun conducting a variety of post-election voter opinion survey research that has yielded useful data. Some key findings from this research include:

- **An Increasingly Pessimistic Electorate:** In the leadup to the March primary, California voters held an increasingly negative outlook toward the state, driven largely by the affordable housing crisis, homelessness, the high cost of living, and a feeling of being overtaxed. In multiple surveys, we saw an alarming rise in "wrong track" numbers in the first few months of the year. Perceptions of the performance of many state and local elected leaders, including Governor Newsom, were also divided (though perception of Newsom has since shifted in a positive direction as a result of his handling of the Coronavirus crisis).

- **Tax Fatigue, Cost-of-Living & Accountability Concerns:** Among voters who cast their ballot against a local school bond measure in their community in the March election, opposition to high taxes (and increases to property taxes in particular), concern about the cost of living, and skepticism that bond funds would be used efficiently and as promised were the most frequently-cited reasons for their decision. While these concerns have always been present among some segment of the electorate, recent research has shown dramatic increases in concern about the cost of living – especially the cost of housing.

- **The Coronavirus & Its Early Economic Impacts:** In FM3 post-election research, Democrats, supporters of Bernie Sanders' Presidential candidacy, voters of color (Latinos and Asian-Americans in particular), and voters in Los Angeles County were all more likely than other March voters to report that the emerging coronavirus situation impacted their decisions regarding who and what they voted for/against (14% among all March voters, 19% each among Democrats and Los Angeles County voters, 25% among Sanders supporters, and 28% each among Latinos and Asian-Americans, respectively). Further, a larger share (37%) of Democratic likely voters who did _not_ cast a ballot in March indicated that concern about COVID-19 and going to polls was either a major or minor factor in their decision not to vote than either their GOP (20%) or independent (24%) counterparts. In addition to the virus itself, a stock market decline of roughly 3,600 points (approximately 12% of its peak value) over the final 19 days leading up to the election may have impacted voters' perceptions

of their own financial circumstances – particularly the election-day voters who frequently form an integral part of pro-finance measure coalitions.

- **An Anticipated Surge in Democratic Voter Turnout that Failed to Materialize**: Predicted higher turnout among younger Democrats, progressives, and Latinos failed to materialize, and the March electorate appears to look more like a traditional primary (47% turnout in March 2020 vs. 45% turnout in the most recent prior presidential primary election in June 2016). A number of factors may have contributed to this, including the announcements of multiple Democratic candidates that they were ending their campaigns in the weeks before the primary. In our post-election research, 39% of high-propensity California Democratic voters who did not cast a ballot in the March election described "The candidate I supported for President dropped out of the race" as either a major or minor factor in their decision not to vote, compared with 20% of their non-voting GOP counterparts. Further, the extent and scale of Joe Biden's sweeping victories across numerous East Coast and Midwestern states (which was becoming clear well before polls closed in California) may also have played a role by de-motivating Sanders supporters in California.

- **Long Lines at L.A. County Voting Centers:** The logistical problems encountered on election day in L.A. County appear to have had a negative impact on voter turnout. For the March 3rd election, the County deployed a new voting system for the first time that included new voting machines as well as fewer in-person polling stations in different locations than previous elections. The result was long lines on election day at many L.A. County vote centers, and 44% of likely L.A. County voters who did not cast a ballot in the March election described "Lines at the polling stations were too long" as either a major or minor factor in their decision not to vote - compared to nine percent of their peers in other areas of the State. While the impact of these dissuaded election-day voters not casting ballots is difficult to quantify, given the strong historic support for finance measures among election-day voters in L.A. County and throughout the state, it may well have had a meaningful impact on a variety of finance measures throughout the County.

- **New(ish) Legal Requirements for Local Measure Ballot Label Language Prescribed by AB-195:** Local bond measures, in particular, continued to experience significant reductions in support as a result of the additional financial language now required to be included in their 75-word ballot label as a result of legislation (AB-195) enacted in 2017. FM3's research on local G.O. bond measures over the last three years has consistently documented a 10- to 13-percentage-point difference in voter support for the same measure depending on whether the measure's ballot label is drafted using AB-195 compliant or pre-AB195 style wording, with agencies that feature more traditionally fiscally-conservative electorates frequently on the higher end of this range. The negative impact on voter support for local bond measures as a result of using AB-195 compliant ballot label language, as well as this language's relatively greater impact in fiscally conservative areas (many of which featured one or more local bond measures on the March ballot) clearly played a contributing role in many of the primary's finance measure outcomes.

- **A Sharper Dropoff in Support for Local Finance Measures Among Voters Outside of the State's Largest Urban Centers:** Electorates within the nine-county San Francisco Bay Area and Los Angeles County have historically approved local finance measures at higher rates than their counterparts throughout the balance of the state in every recent election. For example, over the course of the three statewide primary elections preceding March 2020 (held in June 2014, June 2016, and June 2018), Bay Area and Los Angeles County

voters approved 91% of the local finance measures on their ballots, while the corresponding figure was 69% for the rest of the state. This year, while greater proportions of local finance measures failed than in recent elections within each of these geographic areas (SF Bay Area/L.A. County and California's 48 other counties, respectively), the gap in passage rates between these two areas widened, as Bay Area/L.A. County voters approved 56% of local finance measures on their ballots while voters throughout the balance of the state approved just 28%. This geographic asymmetry is clearly illustrated by the statewide maps of local school bonds and parcel tax measures prepared by Michael Coleman and featured in his report.

WHAT MIGHT THIS MEAN FOR NOVEMBER 2020?

Key to understanding and interpreting the March 2020 results is the fact that, between the Summer/Fall of 2019 when finance measures were planned, researched, drafted, and formally added to the ballot, and February/March when the ballots were cast, the context of the election changed. These changes occurred in ways particular to the various measures themselves, to the shape of the turnout, and then, in the final days and weeks before election day, with a health crisis and early warning market shock that may have altered views about the process of voting and the likelihood to support spending measures.

Today we are experiencing perhaps the biggest contextual shift during an election year in over three-quarters of a century. The virus and its consequences will profoundly change this November's election, including by making decisions about whether or not to go forward with ballot measures and, if so, how to plan and execute their associated public communications and outreach more dynamic and crucial than ever.

Many California local agencies have long been planning finance measures for the November 2020 election to address long-term fiscal needs. Further, given the structure of local government revenue in California, the present economic downturn will no doubt create a need for more revenue in additional communities, particularly when combined with the fiscal demands of responding to the COVID-19 pandemic. Understandably, many local leaders may be questioning whether this November's election is the right time to ask their community to consider additional local revenue, given the economic and public health outlook – regardless of the degree to which that additional revenue is needed.

We urge local leaders to preserve their options by delaying final decisions on whether to move forward with potential November 2020 finance measures for as long as possible (and ideally until the late summer placement deadline for local ballot measures), for at least two reasons. For one, while it may be a cliché that in today's 24-hour news cycle a few months is a political lifetime, the speed at which current events are unfolding regarding both the COVID-19 pandemic and the economy makes this truer today than perhaps ever before. There is no way for any of us to say with any degree of certainty under what economic and public health conditions the November 2020 election, or its leadup, will take place – other than that they will almost certainly be very different from the ones we face today. Furthermore, adverse economic conditions are also no guarantee of failure for local tax and bond measures, many of which continued to win approval from voters during the Great Recession and its immediate aftermath.

Though early planning (including research and public engagement) remain crucially important, by delaying final decisions regarding whether to place a finance measure on the November ballot until closer to the ballot placement deadline, local agencies can preserve their flexibility to adapt to rapidly changing circumstances. While

none of us know what the context for the November 2020 election will be, providing local officials the opportunity to make research-informed "go/no-go" decisions later this summer, when that context is likely to be clearer, can help lay the groundwork to generate much-needed additional revenue.

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