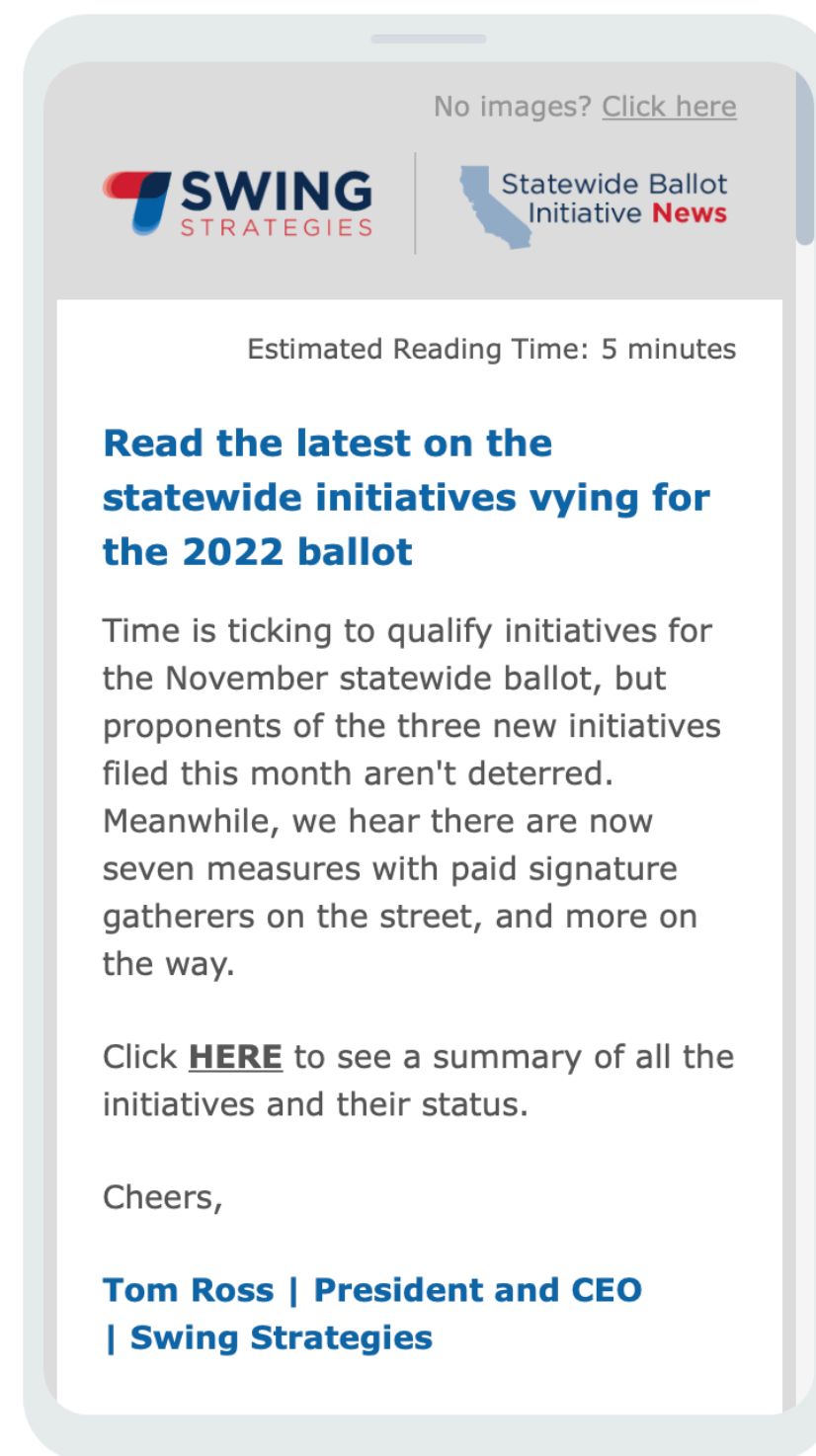




We believe thoughtful engagement in the political process can improve communities, strengthen businesses, and create opportunities for quality jobs and a thriving economy.

Stay Up To Date on Ballot Initiatives

Sign up for the Initiative Update Newsletter
CABallotInitiativeUpdate.com



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



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

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

Local Measure Emergence

VOTERS CONSIDERED OVER 470 MEASURES IN 2022

- 302 tax and bond measures
- 69% passage rate

A FEW TO WATCH FOR IN 2024

- Hospital Executive Salary Cap
- Transfer Taxes
- Hotel & Occupancy
- Minimum Wage

Every Step of a Ballot Initiative is Difficult

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



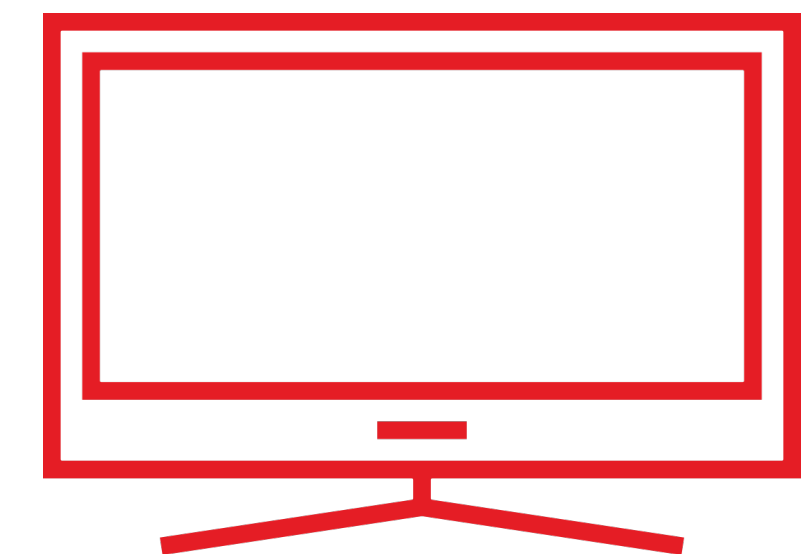
Can't amend
an initiative after 30 days



\$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 26, 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.

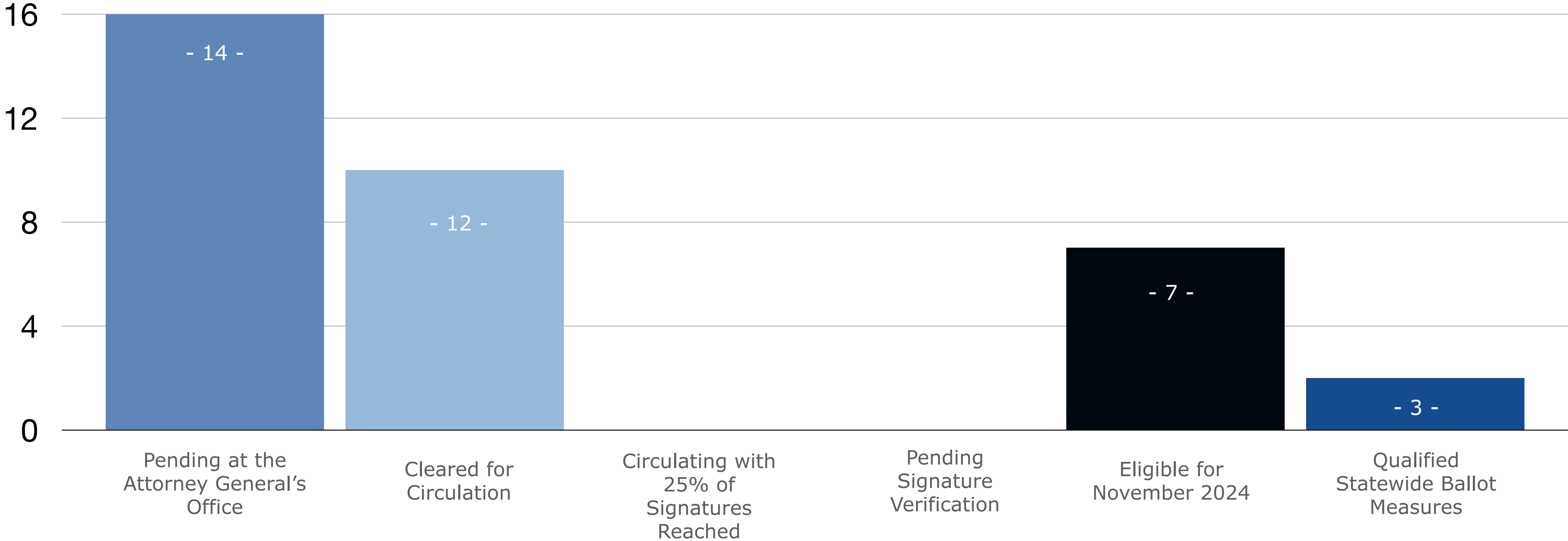
Party Endorsements

CADEM vs. CAGOP 2022 Ballot Measure Initiative Positions

Proposition	 CADEM CALIFORNIA DEMOCRATIC PARTY	 CAGOP CALIFORNIA REPUBLICAN PARTY	Election Results
PROP 1 Abortion	Support	Oppose	✓
PROP 26 Sports Betting	Neutral	Oppose	✗
PROP 27 Sports Betting	Oppose	Oppose	✗
PROP 28 Arts & Music	Support	Neutral	✓
PROP 29 Dialysis	Support	Oppose	✗
PROP 30 Income Tax	Support	Oppose	✗
PROP 31 Tobacco Ban	Support	Oppose	✓

The Status of Ballot Initiatives

ALREADY AS MANY QUALIFIED OR ELIGIBLE AS WERE ON THE BALLOT IN 2022



End of Session Process Changes

REFERENDUMS

- Assembly Bill 421 | Asm. Isaac Bryan

Previously

“Yes” or “No”

Qualified

Now

“Keep the Law” or “Overturn the Law”

Eligible

CONSTITUTIONAL AMENDMENTS

- Senate Bill 789 | Sen. Ben Allen
 - ACA 1, ACA 5, & SCA 2

March Primary Ballot

November General Ballot

The March Primary

LEGISLATIVE MEASURES

- Mental Health Services Bond (SB 326 & AB 531) | *Proposition 1*
 - *\$6.4 billion bond to build 10,000 treatment units and supportive housing*

SUPPORT

Governor Gavin Newsom

AIDS Healthcare Foundation

California Chamber of Commerce

OPPOSITION

Howard Jarvis Taxpayers Association

Disability Rights California

DBSA California

On Deck for November

CONSTITUTIONAL AMENDMENTS

- Article 34 Repeal (SCA 2) | *Sen. Ben Allen – qualified*
- Marriage Equality (ACA 5) | *Asm. Evan Low – qualified*
- Housing Bonds & Special Taxes (ACA1) | *Asm. Cecilia Aguiar-Curry - qualified*
- Tax Measure Voter Thresholds (ACA 13) | *Asm. Chris Ward - qualified*
- Taxpayer Protection (21-0042) | *Business & Taxpayer Advocates – eligible*

On Deck for November

REFERENDUMS

- Fast Food Council & Minimum Wage (22-0005) | Fast Food Restaurants – *eligible*
- Oil & Gas Well Ban (22-0006) | Oil & Gas Advocates – *eligible*

INITIATIVE STATUTES

- Income Tax Increase/Pandemic Response (21-0022) | Labor & Healthcare – *eligible*
- \$18 Minimum Wage (21-0043) | Labor – *eligible*
- PAGA Reform (21-0027) | Agriculture & Business – *eligible*
- Costa-Hawkins Repeal (22-0008) | Rent Control Advocates – *eligible*

Cleared for Circulation

CLEARED FOR CIRCULATION

- Constitutional Requirements on Public Education (23-0001) |
Signatures Required: 874,641 | Circulation Deadline: 11/27/23
- Constitutional Requirements on Public Education (23-0002) |
Signatures Required: 874,641 | Circulation Deadline: 11/27/23
- Constitutional Requirements on Public Education (23-0003) |
Signatures Required: 874,641 | Circulation Deadline: 11/27/23
- Decriminalizes Psilocybin Mushrooms (23-0004) |
Signatures Required: 546,651 | Circulation Deadline: 1/10/24
- Death Tax Repeal (23-0005) |
Signatures Required: 874,641 | Circulation Deadline: 2/20/24
- Landfill Management Reform (23-0006) |
Signatures Required: 546,651 | Circulation Deadline: 3/4/24
- Referendum and Recall Reform (23-0007) |
Signatures Required: 546,651 | Circulation Deadline: 3/4/24
- Renewable Energy Acceleration (23-0008A1) |
Signatures Required: 546,651 | Circulation Deadline: 3/4/24
- Constitutional Requirements on Public Education (23-0009) |
Signatures Required: 874,641 | Circulation Deadline: 3/12/24
- Constitutional Requirements on Public Education (23-0010) |
Signatures Required: 874,641 | Circulation Deadline: 3/12/24
- Land Use Planning and Zoning (23-0011) |
Signatures Required: 874,641 | Circulation Deadline: 3/18/24
- Greenhouse Gas Reduction Goals (23-0012) |
Signatures Required: 546,651 | Circulation Deadline: 3/18/24

Pending Title & Summary

PENDING TITLE & SUMMARY

- Psychedelic-Assisted Therapy (23-0013A1)
- Oil and Gas Well Drilling (23-0014A1)
- Government Transparency (23-0015A1)
- Election Integrity (23-0016)
- Homelessness, Drug Addiction, and Theft (23-0017)
- School Transparency (23-0018)
- Female Athletic Program Restrictions (23-0019)
- Child Gender Modification (23-0020)
- Permanent Medi-Cal Rx Authorization (23-0021)
- Personal Finance Education (23-0022)
- Fentanyl Penalties (23-0023)
- Medi-Cal Funding (23-0024)
- CEQA Lawsuit Restrictions (23-0025)
- Educational Savings Account (23-0026)

What We're Hearing

INITIATIVE STATUTES & CONSTITUTIONAL AMENDMENTS

- Homelessness
- Split Roll
- Gaming
- ACA 9 – SPI to appointee rather than elected
- ACA 11 – Abolish the BOE

BONDS

- Affordable Housing
- School
- Water/Environmental



TOM ROSS, PRESIDENT & CEO | 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

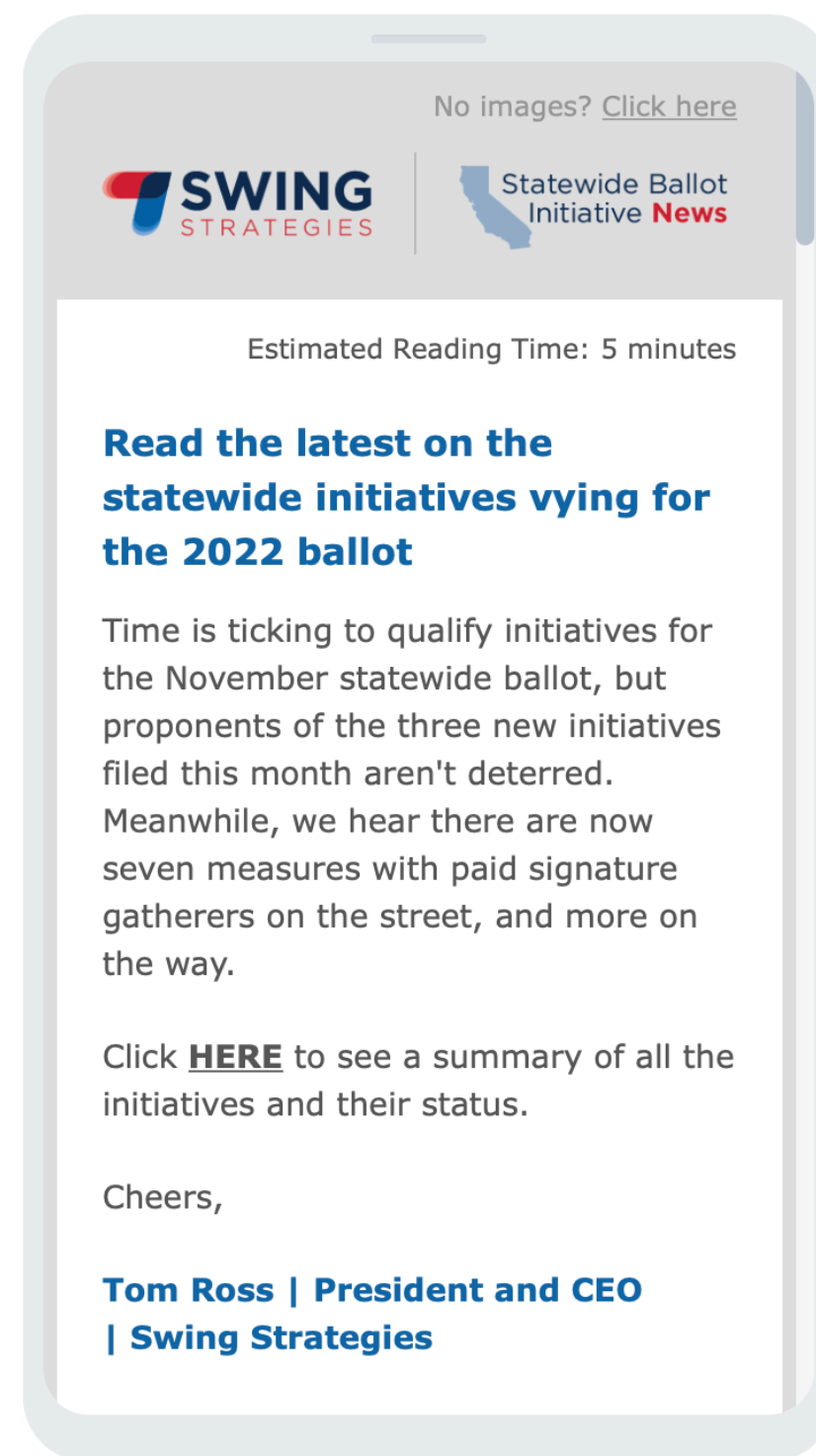


TINO ROSSI, VICE PRESIDENT | tino@swingstrat.com

- 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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