



**CALIFORNIANS  
TO SAVE PROP 13**

**and Stop Higher Property Taxes**

# 2020 Split Roll Initiatives:

## Stopping New and Higher Property Taxes

Ad paid for by Californians to Save Prop 13 and Stop Higher Property Taxes, sponsored by California Homeowners, Taxpayers, and Businesses.

Committee major funding from

California Business Roundtable

California Taxpayers Association

BNSF Railroad

Funding details at [www.fppc.ca.gov](http://www.fppc.ca.gov)

# CA Schools and Local Communities Funding Act of 2018 (#1)

- Changes the CA Constitution to create a split roll property tax system
- Ends Prop. 13 protections for most commercial/non-residential property
- Taxes commercial and industrial property at fair-market value
- Requires reassessment to fair market value of at least every three years
- Raises an estimated \$6.5 billion to \$10.5 billion annually
- Qualified for the November 2020 ballot

# Title and Summary – Split Roll Measure 1

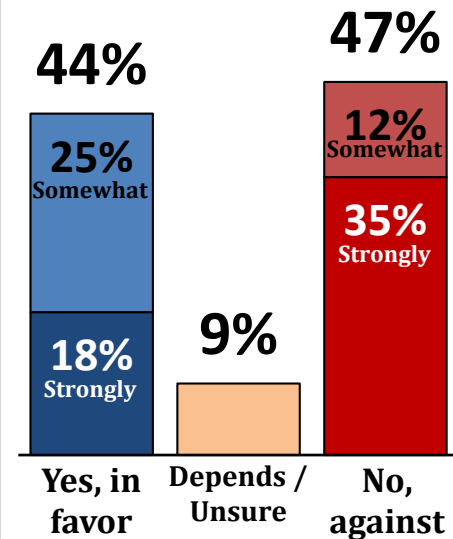
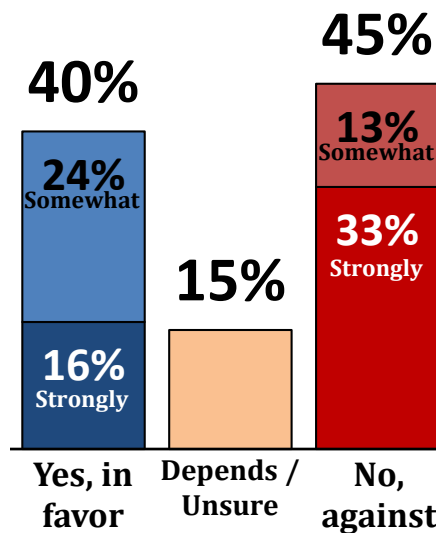
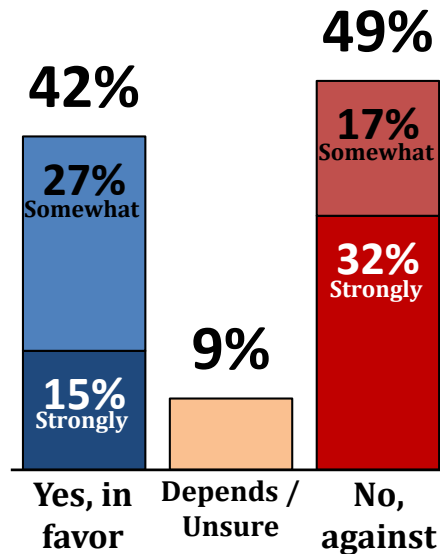
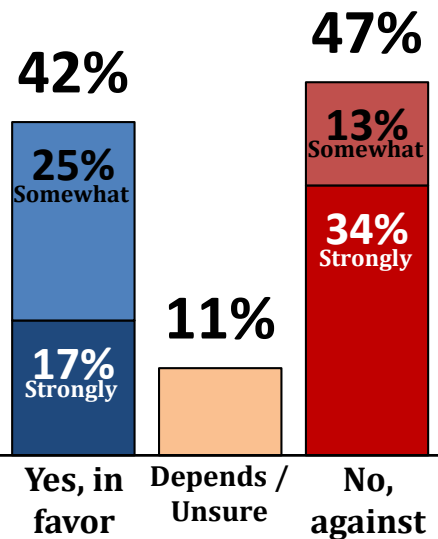
Q1. Please listen closely as I read you the official description of a potential statewide proposition, and then tell me whether you would vote yes, in favor of or no, against it. It is titled REQUIRES CERTAIN COMMERCIAL AND INDUSTRIAL REAL PROPERTY TO BE TAXED BASED ON FAIR-MARKET VALUE. DEDICATES PORTION OF ANY INCREASED REVENUE TO EDUCATION AND LOCAL SERVICES. INITIATIVE CONSTITUTIONAL AMENDMENT.

Jan 30 - Feb 5

Feb 19 - 25

Apr 8 - 14

Jun 19 - 24



# PPIC Polling – Split Roll Concept

## PPIC Polling:

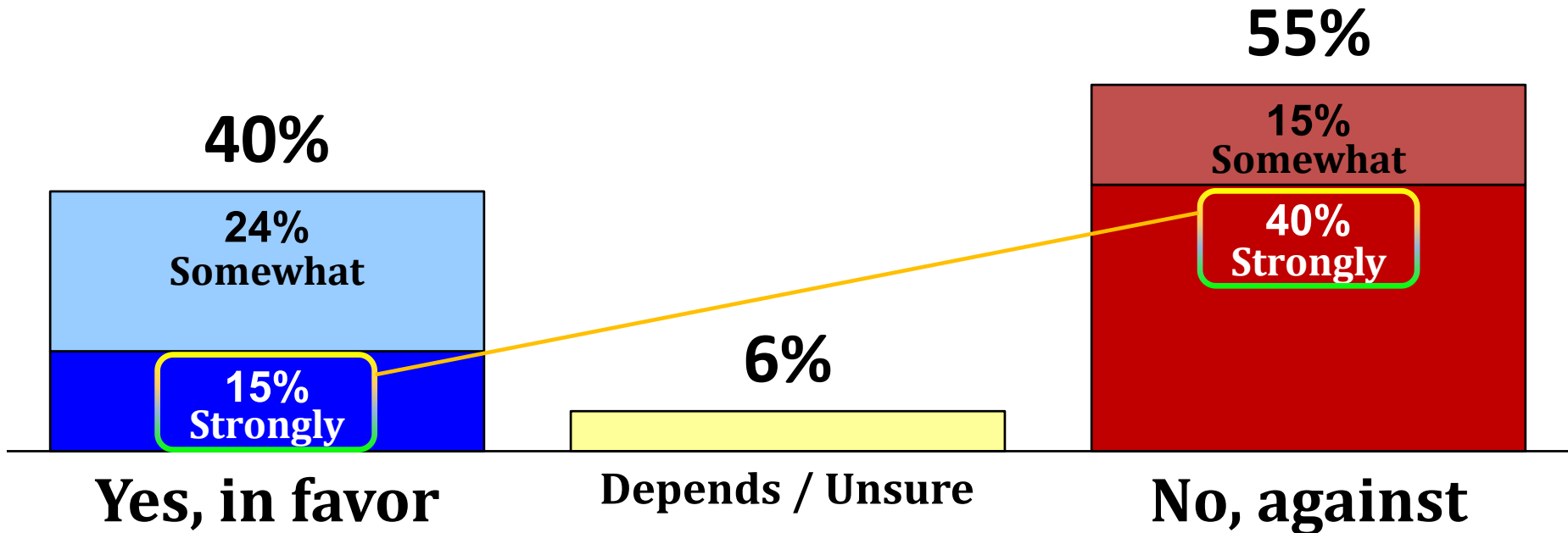
<u>Likely Voters</u>	<u>Favor</u>	<u>Oppose</u>
2018 June	46%	43%
2019 January	47%	43%
2019 April	54%	45%
2019 September	47%	45%
2019 November	46%	45%

**USC Rossier School of Education Poll (released 2/7/20)**

Support: 45% / Oppose: 31%

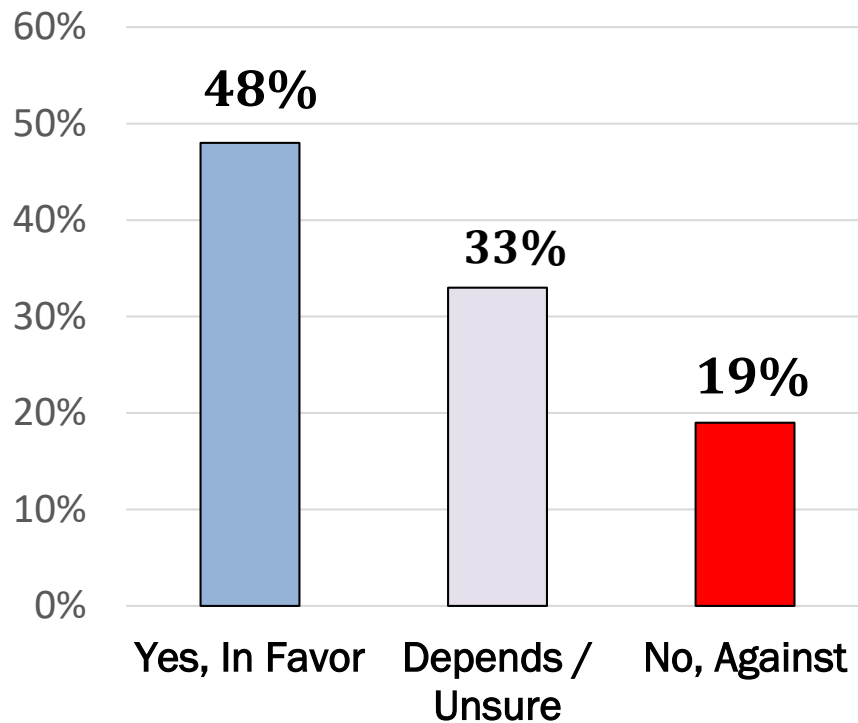
# Informed Ballot

Q30. Having heard more about it, would you vote yes, in favor of or no, against the proposition regarding changes in the valuation of commercial property for tax purposes?

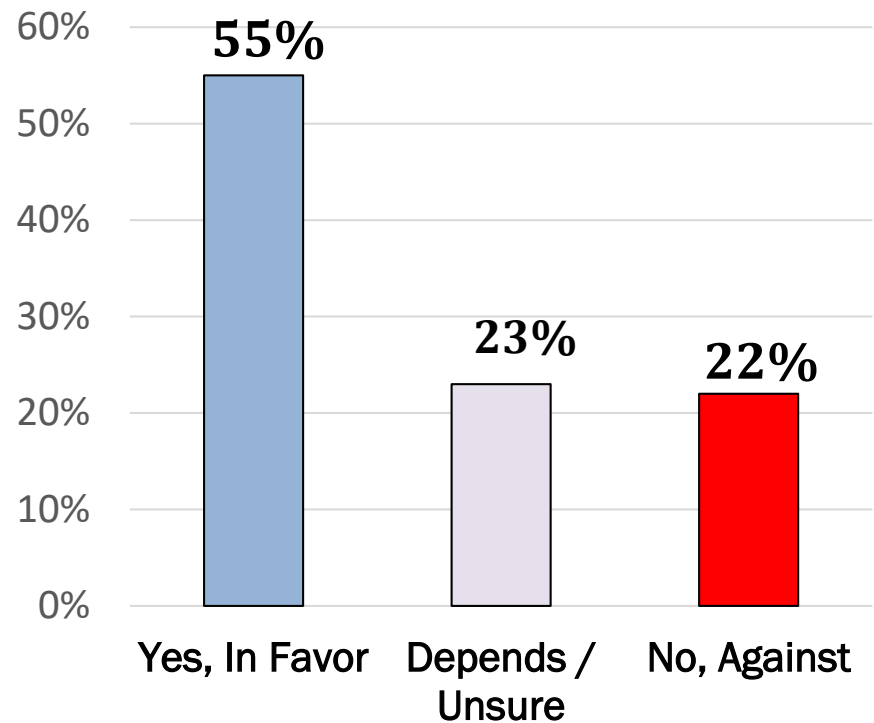


# Favor / Oppose Prop 13

*Jan 2019*

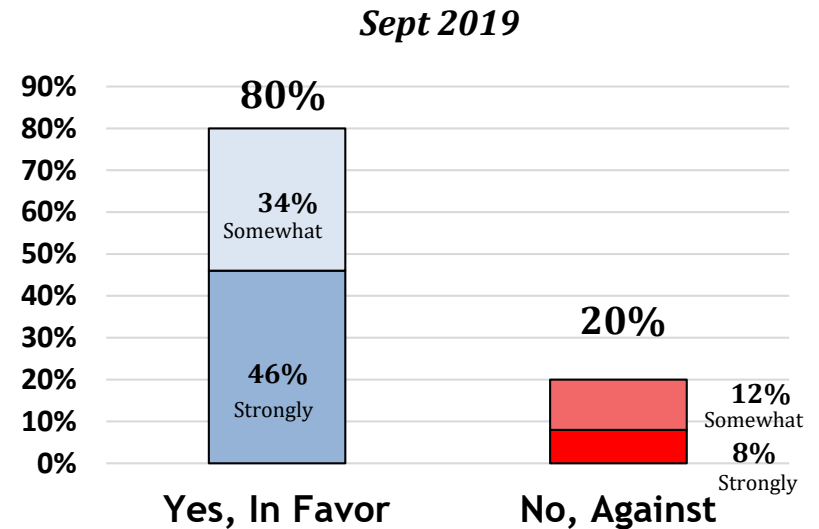
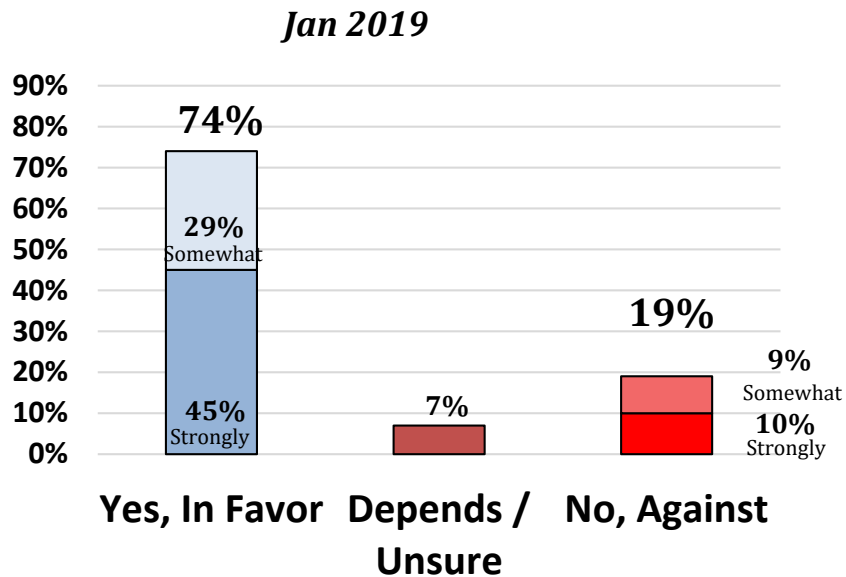


*Jan 2020*



# Prop 13 Description

Under Proposition 13, property taxes for both residential and business properties are calculated based on one percent of their purchase price. Annual increases in property taxes are capped at two percent per year which limits increases in property taxes, especially when property values rise quickly. This provides certainty to homeowners and businesses that they will be able to afford their property tax bills in the future. Now that you know a bit more about it, do you favor or oppose Prop 13?



# CA Schools and Local Communities Funding Act of 2018 (#2)

- Proponents filed similar initiative on August 13 to address drafting errors
- Currently gathering signatures – qualification cost estimated - \$8 million
- Estimated campaign budget - \$40 to \$50 million
- Key changes/differences:
  - Operative date
  - Revenue allocation
  - Small business exemption
  - Phase-in assessments – Dec. 2024
- Raises an estimated \$7.5 billion to \$12 billion annually
  - \$1 billion in administrative costs

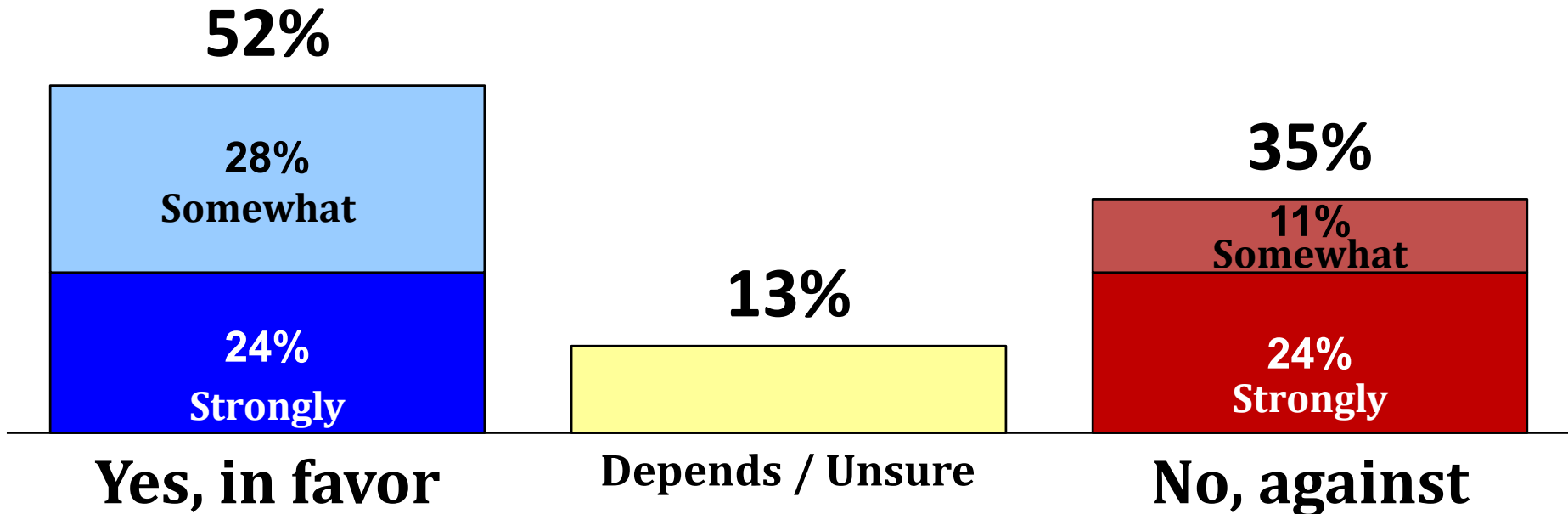
**NEITHER INITIATIVE HAS ANY REFORMS ON SPENDING**



## Title and Summary – Split Roll Measure # 2

Q1. Please listen closely as I read you the official description of a potential statewide proposition, and then tell me whether you would vote yes, in favor of or no, against it. It is titled INCREASES FUNDING FOR PUBLIC SCHOOLS, COMMUNITY COLLEGES, AND LOCAL GOVERNMENT SERVICES BY CHANGING TAX ASSESSMENT OF COMMERCIAL AND INDUSTRIAL PROPERTY. INITIATIVE CONSTITUTIONAL AMENDMENT.

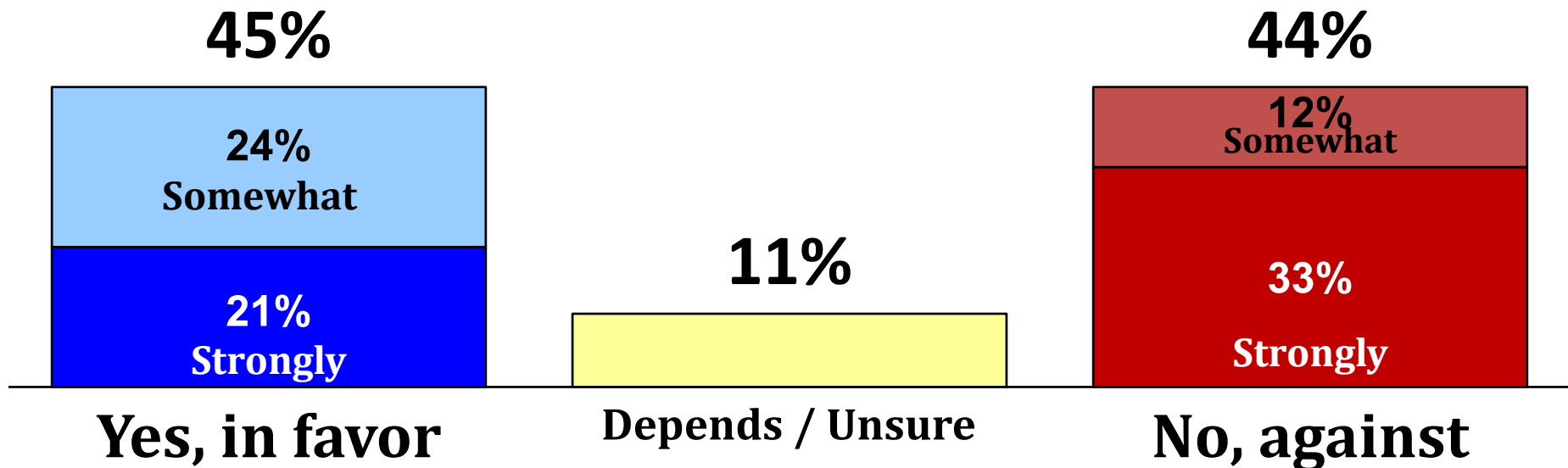
*January 2020*



## Plain Language – Split Roll Measure # 2

Q2. In more straightforward terms would you vote yes, in favor of or no, against the proposition to change Prop 13 and increase property taxes on business property, generating \$6.5 billion to \$11.5 billion split 40% for schools and 60% for local governments?

*January 2020*



# Proponent Arguments

- **FAIR SHARE:** Corporations are using a loophole in Prop 13 that allows them to save millions in taxes each year. It's time to close this loophole and make billionaires pay their fair share.
- **IMPROVE SCHOOLS:** This measure will make big corporations and wealthy investors pay their fair share in taxes needed to help improve our K-12 schools, first responders, parks, libraries, public transportation, health clinics, and much more.
- **PROTECT HOMEOWNERS:** This measure keeps Prop 13's protections for homeowners but forces wealthy developers, corporations and large landowners to pay taxes based on the current value of their properties.

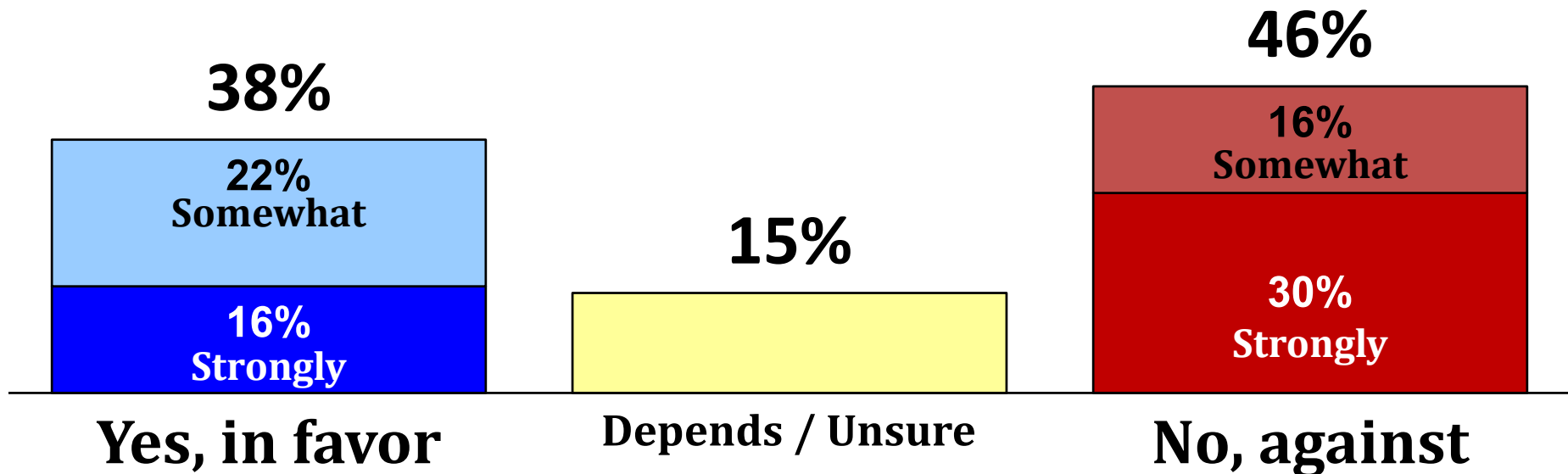
# Opposition Arguments

- **Certainty**
- **Cost of living**
- **Homeowners next**
- **Small businesses/Lost jobs**

## Informed Ballot – Split Roll Measure 2

Q30. Having heard more about it, would you vote yes, in favor of or no, against the proposition regarding changes in the valuation of commercial property for tax purposes?

*January 2020*



# Next Steps

- Coalition Building
- Message Refinement and Microtargeting
- Fundraising
- Ballot Arguments
- Launch Opposition Campaign

# CSHPT Co-Chairs

- Rob Lapsley, California Business Roundtable
- Rob Gutierrez, California Taxpayers Association
- Allan Zaremborg, California Chamber of Commerce
- Rex Hime, California Business Properties Association



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# Discussion