

Our Kids Are Worth It!

**VOTE
YES
on
Soda
Tax**



Much more than Kissing Babies

**Philadelphia's Tax on Sweetened
Beverages to fund Pre-K and
Rebuild our Child Play and
Learning Public Spaces**

QRIS/Build Conference – July 2018



#rkidsrworthit



Facebook/ourkidsareworthit





Promises, Promises – You
Want Them

Elections typically establish a high water mark for policy and investment

Philadelphia Candidate for Mayor Pledges to Find Funds for Universal Pre-K

Pa Governor Established Six Year Goal to Enroll Every Child in pre-K

Campaign Timeline

2013 - Statewide Pre-K for Pa Campaign Launched; Creating Demand for Public Investment

2014 – Campaign for Governor – Pre-K is an top tier issue

2014-2017 – \$100 million in new state dollars for Pre-K

2015 – Pre-K Ballot Question Test Voter Support – 80% yes votes

2016 – Mayor’s Race - Pre-K is a top tier issue; winning candidate committed to funding universal Pre-K

February, 2016 – Mayor’s 1st Address to Council Proposes Soda Tax for Pre-K

April, 2016 – Mayor and Council joint Commission defines Universal Pre-k and Identify Financing Options including Sweetened Beverage Tax (<http://www.phila.gov/universalprek/Documents/Recommendations%20Report.pdf>)

June, 2016 – Council Imposes Soda Tax

January, 2017 – January enrollment of 1st 2000 slots begins



Employing the Political Hierarchy

- Donors – we found influential donors who raised ECE as a key personal issue when approached for contributions
- Opinion-makers - we connected key political thinkers with the candidate to share the political benefits of ECE investments
- Ground-forces – we didn't have unions or other sorts of organizations that mount field outreach on behalf of candidates will speak to the candidate about ECE investments – but we mounted our own
- Media – we had debate moderators and others in the media inquire about
- Business leaders – a few key companies spoke to the need for EC for business growth
- New voters – we reached young parents who are new voters and helped them judge a candidate by their ECE platform



VOTE YES on Question #4
for Universal Pre-K **MAY 19th**

**Because all kids
deserve the best
early education**



We Showed the Political Capital of Pre-K

- 124,000 voters voted “yes” on ballot question four, the most votes in favor of a ballot measure since 2007.
- More people voted in favor of Universal Pre-K than five of the primary candidates for Mayor combined! Got nearly as many votes as the Mayoral Primary winner
- The Ballot measure 4 won approval in every ward in Philadelphia, garnering more than 90% of the vote in some.

SMOKES AND COKES?



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**A Soda Tax
is Worth It!**

Creates 1,200 Family
Supporting Jobs

**VOTE
YES on
Soda Tax**



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What did we get ?

Philadelphia's Sweetened Beverage Tax

- 1.5 cents per ounce
- Applies to all sweetened beverages and syrups, sweetened concentrates used to make a beverage regardless of whether the sweetener is sugar or a diet sweetener
- The tax is collected from distributor, defined as any person who sells sweetened beverages to a retail store or restaurant/bar

PCCY public
citizens for
children + youth



11 WAYS TO DITCH THE TIE

For Father's Day, some novel ways to celebrate Dad.

DO THIS | W6

BRITISH M.P. IS SLAIN

NATION+WORLD | A8



POP ART BACK ON ITS FEET

LOCAL NEWS | B1

BUSINESS

End is near for Sports Authority

Its Cherry Hill store closes Sunday. The retailer plans to shutter all locations. A15

HOME+DESIGN

Time to review tax abatements

The one-size-fits-all tax abatement adopted in 2000 is overdue for fine-tuning. Inga Saffron writes. D1



SPORTS

Gambling on the Eagles' core

General manager Howie Rosenman is betting that long-term contracts for key players will lead to a Super Bowl. Mike Sisti writes. B1

Soda Tax Makes History



Supporters cheer City Council's passage of the levy on sugar-sweetened and diet drinks, a win for Mayor Kenney. DAVID SWANSON / Staff Photographer

Phila.'s 15-cent per ounce levy on many drinks is the first such tax in a U.S. city.

By Tricia L. Nadolny
STAFF WRITER
Looking to raise millions for a bold expansion of early childhood education, Philadelphia City Council on Thursday approved a 15-cent-per-ounce tax on sugar-sweetened and diet beverages, the first such tax imposed in a major U.S. city.

The 13-4 vote put to bed months of speculation and at-times-bitter nego-

tiations, but also ensured that the national spotlight will stay turned on Philadelphia for months, if not years.

Critics quickly vowed a court challenge. And as the city introduces the unprecedented levy — and its economic and public-health effects come into view — experts, advocates, and legislators will surely be watching closely.

Mayor Kenney, who can count this as the first major political victory of

his term, called it a start to “changing the narrative of poverty in our city.”

“It’s been generations we’ve been going downhill with our kids in our neighborhoods,” Kenney said. “And it’s going to take some time to get us back. But this is the first step back.”

The tax will hit thousands of products — essentially anything bottled, canned, or from a fountain with either sugar or artificial sweetener. See SODA TAX on A12.

INSIDE

► Health advocates hail the vote. A12.

► How the tax could affect a variety of beverages. A12.

► Council also passes a \$4.2 billion budget. B1.

SRC gives transgender students choices

Policy covers restrooms, pronouns, and more.

By Mensah M. Dean
STAFF WRITER
Without debate, the Philadelphia School Reform Commission adopted a policy Thursday night that immediately allows transgender students to, among other things, be referred to by their pronoun of choice; use their bath-

TERROR IN ORLANDO



Obama honors victims in Fla.

President Obama and Vice President Biden visit a memorial to the victims of the Pulse nightclub massacre in Orlando. Story. A4.
Associated Press

On the lookout, but for what?

Revenues

Tax imposed as of February 20, 2017

Total Projected Revenue from the Tax - \$72 million a year

Total Revenue Tacking 10% less than estimate

Amount for Pre-K - \$55 million per year

At full-scale will fund 5,500 slots annually and support provider TA and workforce training of the ECE labor force

Philadelphia Pre-K

- Any child ages 3-5 years old
- No income requirements
- Providers selected based on PA QRIS – STAR 3 or 4, Head Start, NAEYC accreditation, lower quality providers given 18 months to reach STAR 3 with TA
- Providers were selected based on quality, stability, and location (with a bias toward high poverty census tracks that have a shortage of high quality childcare/prek
- Standard \$8,500 payment, per child, school day/school year
- Providers are paid via contract for a specified slot level

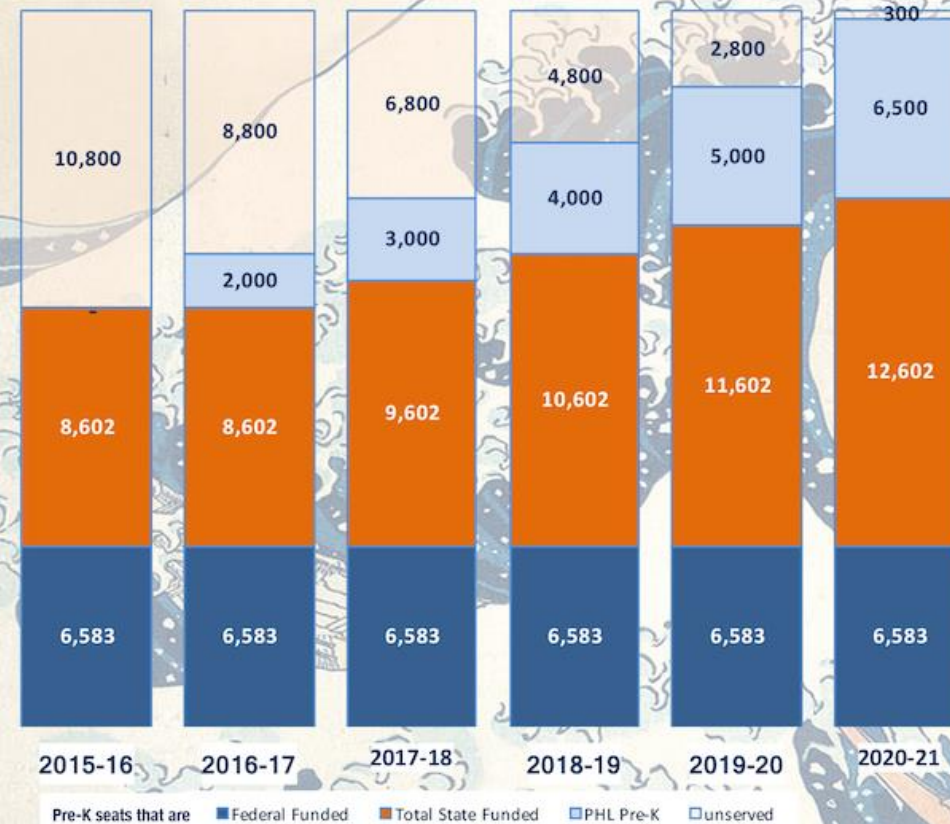




To Sustain our Wins -
Philly Mayor Visits New Pre-K's Nearly Every Week

A Rising Tide of Integrated Funding

Philadelphia Legislative Delegation: Momentum for School Readiness Rides with You



PHL Pre-K will create 6,500 seats by FY '21, funded by the soda tax.

Annual growth in state funding is critical to the success of PHL Pre-K, funded by the soda tax.

State funded portion includes PA Pre-K Counts, PA Head Start Supplemental Assistance, and subsidy for child care rated STAR 3 or 4 for preschool-aged children.

Assumes 80% uptake rate for children at risk (300% poverty) and level funding for Federal Head Start

What Did it Take?

Assets

- Power – The winning candidate for Mayor was the biggest champion
- Time - A year long process to build support among city council
- Narrative – this all happened within the context of a highly visible four year campaign for state investments in pre-k

Funding

- Without funded ground forces we used our ECE infrastructure and parents to win the ballot measure
- We had a \$50,000 grant for a four month public education campaign to win the Soda Tax vote and about \$500,000 was spent by a third party on commercials and ads
- A few unions tapped national resources to support union engagement

Our Biggest Mistakes

- Not enough research to counter misleading claims by industry effected by the tax
- Thinking our city council win was the end of the story – state override pending
- No relationship with the effected union – Teamsters
- Underestimated the consumer and supermarket reaction

