

RACE COUNTS

SOCIAL MEDIA TOOLKIT

Click images to download

POST 1 - TWITTER/FB

It is time to replace the politics of scarcity with a politics of racial equity.

RACE COUNTS

Californians understand -- since the COVID-19 pandemic and the murder of George Floyd, Breonna Taylor, and countless others-- the gaping disparities in health, income, wealth, and education experienced by Black, Indigenous, Latinx, and people of color. #YesOn15 racecounts.org/prop-15

POST 2 - TWITTER/FB

Systemic racism comes in the form of decades of divestment.

RACE COUNTS

Prior to 1977, California's schools had the seventh-highest per-pupil funding in the country. Disinvestment and recession-era crisis budgeting have undermined our K-12 system. Now, we rank thirty-ninth in per-pupil funding. #YesOn15 racecounts.org/prop-15

POST 3 - TWITTER/FB

In the late 1970s, California's public library system had 45 full-time employees per million residents. That number has dropped by a third to only 30 per million today.

RACE COUNTS

Students of color have heavily relied upon the public library system during the COVID-19 pandemic to access wifi for distance learning. Divesting from them keeps us from being the Golden State for all. #YesOn15 @Schools1stCA racecounts.org/prop-15

POST 4 - TWITTER/FB

Commercial and industrial tax loopholes make corporations richer and leave everyday Californians with little to weather economic hardship.

RACE COUNTS

A new politics of equity would replace and repair systems that have failed many Californians. Local government's revenues would grow with #YesOn15 and enable community-driven investments. racecounts.org/prop-15

RACE COUNTS

SOCIAL MEDIA TOOLKIT

POST 5 - TWITTER/FB

Since 1975, the over-policing of Black and Latino communities has been spurred by skyrocketing local police and corrections spending, which increased 23% as a share of California's GDP.

RACE COUNTS

Policing and incarceration were immune from the politics of scarcity as our state became a pioneer in mass incarceration. #YesOn15 @Schools1stCA racecounts.org/prop-15

POST 6 - TWITTER/FB

Community colleges used to be an entryway to economic mobility for students of color. Since 1984, fees have risen 354%.

RACE COUNTS

Fees imposed to fill budget gaps created by the under-taxation of just 10% of the commercial and industrial properties in the state have unfairly burdened low-income and communities of color and stand in the way of California's promise. #YesOn15 racecounts.org/prop-15

POST 7 - TWITTER/FB

Education is the most reliable route to economic opportunity for Black, Latino and first-generation college students.

RACE COUNTS

Proposition 15 would provide an influx in resources that could expand access to core requirement classes, build affordable student housing adjacent to community colleges, eliminate tuition fees, and provide first-generation college students with additional supports. #YesOn15 racecounts.org/prop-15

POST 8 - TWITTER/FB

Every child living in the state is an equal heir to California's prosperity. Let's make it so by passing Proposition 15 on November 3rd!

RACE COUNTS

Proposition 15 can widen the path to economic advancement, safe and secure housing, educational opportunity, food security, quality jobs, and healthy neighborhoods free from toxic exposure. #YesOn15 @Schools1stCA racecounts.org/prop-15

RACE COUNTS

SOCIAL MEDIA TOOLKIT

POST 9 - TWITTER/FB

It is time to replace the politics of scarcity with a politics of racial equity.

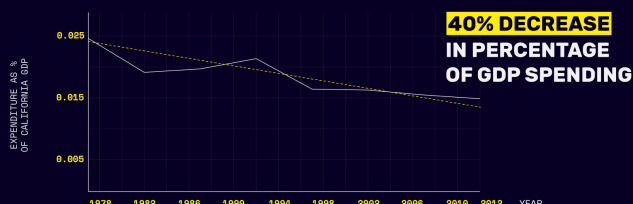
RACE COUNTS

Voting #YesOn15 can help end the politics of scarcity that has kept us from being the Golden State for all Californians. @Schools1stCA
racecounts.org/prop-15

POST 10 - TWITTER/FB

LA LIBRARIES

LA COUNTY AREA EXPENDITURES AS PERCENT OF CALIFORNIA GDP, 1977-2012



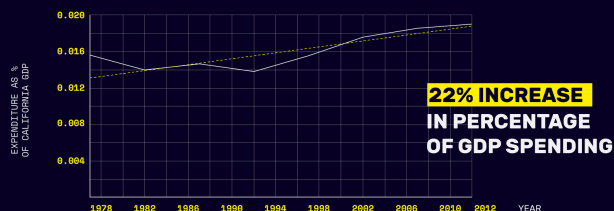
County areas consist of the county government plus all local governments within the county, such as cities, school districts, and special districts.

L.A. County residents have been more than willing to pass measures to fund critical community services. Yet park spending has gone down 18%, and library spending 40%, since the passage of Prop 13. #YesOn15 would bring \$1.2B in new revenue to L.A. County. racecounts.org/prop-15

POST 11 - TWITTER/FB

FRESNO POLICE & CORRECTION

FRESNO COUNTY AREA EXPENDITURES AS PERCENT OF CALIFORNIA GDP, 1977-2012



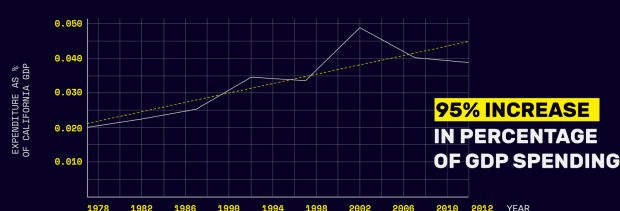
County areas consist of the county government plus all local governments within the county, such as cities, school districts, and special districts.

Park spending in Fresno county has declined 56% since 1977 as a share of CA's GDP. Meanwhile, policing and incarceration spending has increased by 22%. #YesOn15 would bring \$163M to Fresno. @Schools1stCA
racecounts.org/prop-15

POST 12 - TWITTER/FB

SAN BERNARDINO POLICE & CORRECTIONS

SAN BERNARDINO AREA EXPENDITURES AS PERCENT OF CALIFORNIA GDP, 1977-2012



County areas consist of the county government plus all local governments within the county, such as cities, school districts, and special districts.

Californians of color are increasingly moving to San Bernardino and finding that investments are flowing into law enforcement. New Prop 15 funding for school and community college districts would be \$307M in San Bernardino County. #YesOn15 racecounts.org/prop-15