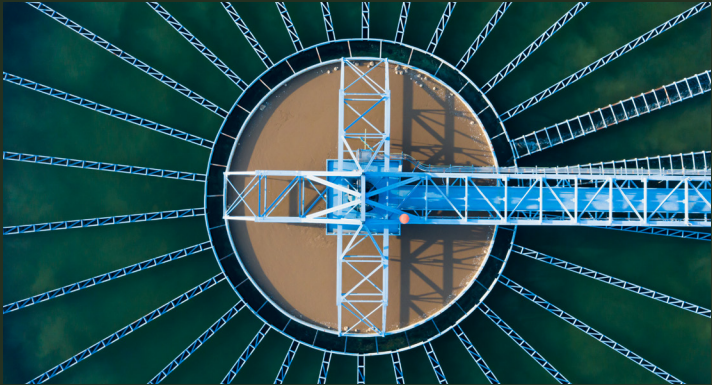


YES on 4

November 2024

Coalition Toolkit



Media Contact

Jonathan Underland
jonathan@paschalroth.com
(856) 842-6757

www.yesonprop4ca.com

Ad paid for by Yes on Prop 4, Californians for Safe Drinking Water and Wildfire Prevention, sponsored by Environmental Organizations. Ad Committee's Top Funders:
The Nature Conservancy
Committee for Clean Water Natural Resources and Parks - Yes on Prop. 4, sponsored by a Coalition of Environmental Advocates Across California
California Council of Land Trusts
Funding Details At www.fppc.ca.gov.

YES on 4

Initiative Background

- › [Title and Summary](#)
- › [Legislative Analysis](#)

Message Tools

- › [Key Messages](#)
- › [Q & A](#)

Take Action

- › [Using Social Media to Pass Prop 4](#)
- › [LTE / OP-ED Contact & Instructions](#)
 - [Sample Letter to the Editor](#)
 - [Sample Op-Ed](#)
- › [Sample Resolution](#)
- › [Sample Blog Post](#)
- › [Print Your Own Materials](#)

Important Links

- › [Yes on Prop 4 Website](#)
- › [General Fact Sheet](#)
- › [Regional Fact Sheets](#)
 - [North Coast/North State Area](#)
 - [Sierras Area](#)
 - [San Francisco Bay Area](#)
 - [Central Valley](#)
 - [Central Coast](#)
 - [Los Angeles](#)
 - [Inland Empire](#)
 - [San Diego](#)
- › [Endorse Yes on Prop 4](#)
- › [Social Media Toolkit](#)

Dear Prop 4 Supporter –

Welcome to the Team!

As a member of the Yes on 4 coalition, you have an important role in getting the word out to your fellow Californians that Proposition 4 is critical to:

- Prevent devastating wildfires and smoke
- Provide safe, reliable drinking water while boosting supplies
- Protect California's iconic forests, mountains, rivers, and coast
- Ensure all Californians have access to clean water and healthy, resilient communities.

Starting when ballots drop on October 6th, Californians will face a host of important choices – and more than a couple of ballot initiatives. Proposition 4 presents an opportunity for voters to lead the fight against climate change-driven natural disasters, marking a historic shift from responding to wildfires, flooding, drought, extreme heat, and coastal erosion to **taking proactive steps** to prevent further loss of property, loss of life, and harm to California's iconic beauty.

Everything you will need to get started communicating about Yes on 4 to your circle of influence is provided to you in this manual.

Please do know that our campaign is here to support you and we want to keep in touch to make sure you have the latest materials and campaign updates!



A quick note on staying in touch:

For **ALL media inquiries**, please direct them to Jonathan Underland at (856) 842-6757 or jonathan@paschalroth.com.

We thank you for your time and commitment, and look forward to working with you to tackle our most urgent climate needs today, before the damage becomes too costly and unmanageable; and to protect California and what makes our state so special.

Initiative Background

AUTHORIZES BONDS FOR SAFE DRINKING WATER, WILDFIRE PREVENTION, AND PROTECTING COMMUNITIES AND NATURAL LANDS FROM CLIMATE RISKS. LEGISLATIVE STATUTE.

OFFICIAL TITLE AND SUMMARY

PREPARED BY THE ATTORNEY GENERAL

The text of this measure can be found on page 75 and the Secretary of State's website at voterguide.sos.ca.gov.

- Authorizes \$10 billion in state general obligation bonds for various projects to reduce climate risks and impacts: \$3.8 billion for safe drinking water and water resilience; \$1.95 billion for wildfire prevention and extreme heat mitigation; \$1.9 billion for protection of natural lands, parks, and wildlife; \$1.2 billion for protection of coastal lands, bays, and oceans; \$850 million for clean energy; and \$300 million for agriculture.
- Prioritizes projects benefitting disadvantaged communities.
- Requires annual audits.
- Appropriates money from General Fund to repay bonds.

SUMMARY OF LEGISLATIVE ANALYST'S ESTIMATE OF NET STATE AND LOCAL GOVERNMENT FISCAL IMPACT:

- Increased state costs of about \$400 million annually for 40 years to repay the bond.

State Bond Cost Estimate

Amount borrowed	\$10 billion
Average repayment cost	\$400 million per year over 40 years
Source of repayment	General tax revenue

FINAL VOTES CAST BY THE LEGISLATURE ON SB 867 (PROPOSITION 4) (CHAPTER 83, STATUTES OF 2024)

Senate:	Ayes 33	Noes 6
Assembly:	Ayes 66	Noes 6

ANALYSIS BY THE LEGISLATIVE ANALYST

BACKGROUND

State Pays for Natural Resources and Climate Activities. The state pays for many activities aimed at conserving natural resources, as well as responding to the causes and effects of climate change (“natural resources and climate activities”). These activities focus on increasing the amount of water available for use, conserving land to benefit fish and wildlife, increasing recreational opportunities at state and local parks, and other purposes. In some cases, state government agencies perform natural resources and climate activities. In other cases, the state provides grants and loans to local governments, not-for-profit organizations, and businesses to support similar activities.

State Pays for Natural Resources and Climate Activities in Various Ways. Sometimes the state pays up front for natural resources and climate

activities with money it already has. In other cases, the state pays for these activities by using bonds. Bonds are a way that the state borrows money and then repays the money plus interest over time. (For more information about bonds, please see “Overview of State Bond Debt” later in this guide.)

Over the past decade, the state has spent an average of about \$13 billion each year (annually) on natural resources and climate activities. About 15 percent of this amount has been from bonds. The state still has a few billion dollars remaining from prior natural resources and climate bonds that have not yet been committed for specific activities.

Local and Federal Governments Also Pay for Similar Activities. In addition to the state funding, other entities also pay for natural resources and climate activities. For example,

ANALYSIS BY THE LEGISLATIVE ANALYST

CONTINUED

in some areas, local governments pay for water and energy infrastructure as part of their roles as local utilities. Local governments such as cities and counties also pay for local parks. The federal government also pays for various natural resources and climate activities. For example, the federal government provides money to improve local drinking water systems and to build energy infrastructure.

\$10 billion bond for natural resources and climate activities. Much of the bond money would be used for loans and grants to local governments, Native American tribes, not-for-profit organizations, and businesses. Some bond money also would be available for state agencies to spend on state-run activities.

PROPOSAL

New Bond for Natural Resources and Climate Activities. Proposition 4 allows the state to sell a

Funding Would Pay for a Variety of Activities.

As shown in Figure 1, Proposition 4 pays for activities within eight broad categories, each with different goals. Some of the main activities in each category are summarized below:

Figure 1

Key Goals of Proposition 4 Bond Funds

(In Millions)

Category	Key Goals	Amount
Drought, Flood, and Water Supply	Increase the amount and quality of water available for people to use and reduce the risk of flooding.	\$3,800
Forest Health and Wildfire Prevention	Improve the health of forests and protect communities from wildfires.	1,500
Sea-Level Rise and Coastal Areas	Reduce the risks from sea-level rise, restore coastal areas, and protect fish.	1,200
Land Conservation and Habitat Restoration	Protect and restore natural areas.	1,200
Energy Infrastructure	Support the state’s shift to more renewable sources of energy, such as offshore wind.	850
Parks	Expand, renovate, and repair local and state parks.	700
Extreme Heat	Reduce the effects of extreme heat on communities.	450
Farms and Agriculture	Help farms respond to the effects of climate change and become more sustainable.	300
Total		\$10,000

ANALYSIS BY THE LEGISLATIVE ANALYST

CONTINUED

- **Drought, Flood, and Water Supply (\$3.8 Billion).** Roughly half of this money would be for activities to increase the amount and quality of water available for people to use (\$1.9 billion). This would include storing water so it can be used during future droughts, as well as cleaning polluted water to make it safe to drink. Money would also be used to help reduce the risk of floods, such as by repairing dams and capturing and reusing stormwater (\$1.1 billion). The rest of the money would be used for various activities, such as restoring rivers and lakes.
 - **Forest Health and Wildfire Prevention (\$1.5 Billion).** All of this money would support activities to improve the health of forests and reduce the risk of severe and destructive wildfires. This would include thinning trees in forests that are overgrown and clearing vegetation near where people live. Money would also be used for other activities, such as helping homeowners make their properties more resistant to wildfire damage.
 - **Sea-Level Rise and Coastal Areas (\$1.2 Billion).** Most of this money would pay for activities to restore coastal areas and protect them from the effects of rising sea levels (\$890 million). This could include restoring wetlands so they can serve as buffers to rising sea levels. The rest of this money would be used to improve ocean habitats and protect fish and other marine wildlife (\$310 million).
 - **Land Conservation and Habitat Restoration (\$1.2 Billion).** This money would be used to protect and restore land for the benefit of fish and wildlife. For example, it could support purchasing land to set aside so that it is not developed.
 - **Energy Infrastructure (\$850 Million).** More than half of this money would support the development of wind turbines off the California coast (\$475 million). Most of the remaining money would pay for building infrastructure such as transmission lines to carry electricity long distances (\$325 million). The rest of the money would pay for projects to build large batteries that store electricity for when it is needed (\$50 million).
 - **Parks (\$700 Million).** The bulk of this money would support various activities that expand recreational opportunities at parks or reduce the impacts of climate change on parks (\$300 million). These activities could include adding new trails and parking areas. Some of this money would provide grants to local communities to build new parks or renovate existing parks (\$200 million). The rest of this money would be used to repair state parks and provide nature education (\$200 million).
 - **Extreme Heat (\$450 Million).** Much of this money would pay for activities focused on protecting communities from extreme heat (\$200 million). These activities could include adding trees and greenspaces. Money would also support places for people to go during heatwaves or disasters (\$100 million). The rest of the money would provide grants for local communities to conduct activities that provide environmental benefits, such as reducing air pollution (\$150 million).
 - **Farms and Agriculture (\$300 Million).** Much of this money would be used for activities that encourage farmers to improve soil health, reduce air pollution, and use less water (\$105 million). This money would also support community gardens and farmers' markets, such as by purchasing shade canopies (\$60 million). The rest of this money would support a range of other activities, such as purchasing vans to transport farmworkers and conserving farmland.
- Establishes Other Requirements for the Use of Funds.** Proposition 4 requires the bond money to be used in certain ways. For example, at least 40 percent of bond money must be used for activities that directly benefit communities that

ANALYSIS BY THE LEGISLATIVE ANALYST

CONTINUED

have lower incomes or are more vulnerable to the impacts of climate change. Proposition 4 also requires regular public reporting of how the bond money is spent.

FISCAL EFFECTS

Increased State Costs of About \$400 Million Annually for 40 Years to Repay the Bond. The estimated cost to repay the bond would be **about \$400 million annually over a 40-year period.** Payments would be made from the state General Fund. (The General Fund is the account the state uses to pay for most public services, including education, health care, and prisons.) This would be less than one-half of 1 percent of the state's total General Fund budget. Since the state has to pay interest on the money it borrows, the total cost of the bond would be about 10 percent more (after adjusting for inflation) than if the state paid up front with money it already has.

Likely Reduced Local Costs for Natural Resources and Climate Activities. The availability of state bond funds could have various fiscal effects on local governments. In some cases, the additional state funding could replace local government money that would otherwise be needed to pay for a project. For example, this could include using bond funds to help support an essential water treatment facility the local government otherwise would have needed to fund by itself. In other

cases, however, the availability of state funds could encourage local governments to spend more money to build larger projects than they otherwise would. For example, this could include adding additional amenities to a local park. On net, Proposition 4 likely would result in savings to local governments. The amount of these savings is uncertain but could average tens of millions of dollars annually over the next few decades.

Potential State and Local Savings if Funding Prevents Disasters. To the extent the bond funds result in completing activities that reduce the risk or amount of damage from disasters, it could reduce state and local costs for responding to and recovering from those events. For example, improving a levee could reduce the amount of flooding that occurs. Additionally, thinning trees in a forest could reduce the severity of wildfires. The amount of such potential savings is uncertain.

Visit sos.ca.gov/campaign-lobbying/cal-access-resources/measure-contributions/2024-ballot-measure-contribution-totals for a list of committees primarily formed to support or oppose this measure.

Visit fppc.ca.gov/transparency/top-contributors.html to access the committee's top 10 contributors.

★ ARGUMENT IN FAVOR OF PROPOSITION 4 ★

YES ON 4: TO CLEAN AND PROTECT OUR DRINKING WATER, PREVENT WILDFIRES

Prop. 4 makes urgent, commonsense investments to protect our communities, health, economy, and natural resources by:

- Cleaning up and protecting water supplies
- Preventing devastating wildfires
- Protecting forests, beaches, fresh water sources, and wildlife habitat

Voting Yes on 4 is urgently needed. California faces increasing threats from wildfires, water pollution, and extreme heat. Investments *today* can prevent future costs and damage from a changing climate and more frequent natural disasters.

PROVIDING CLEAN, SAFE DRINKING WATER

Prop. 4 will clean up and protect California's drinking water supplies in all regions of California—remove toxic pollutants from our drinking water, addressing infrastructure risks like weakened dams and levees, and increasing supplies.

Today, nearly 1 million Californians lack access to drinking water that meets safety and reliability standards, according to the State Water Board. Yes on 4 helps ensure we all have safe water to drink.

PREVENTING DEVASTATING WILDFIRES AND SMOKE

Recent California wildfires have burned 2 million acres, released toxic smoke into our air, and polluted drinking water supplies. Fire damage and smoke have harmed quality of life and health, including children's lungs, in every corner of California. Prop. 4 invests in projects to prevent wildfires, reduce their intensity when they do occur, and improve disaster response.

"Giving firefighters the tools to prevent wildfires is the best, most cost effective way to prevent the human and financial costs of these disasters. Prop. 4 makes the right investments to save lives and billions in response and recovery costs."—Tim Edwards, President, CALFIRE Firefighters

PROTECTING FORESTS, BEACHES, RIVERS, STREAMS, AND WILDLIFE

Our beaches, forests, and mountains make California special, and we have a responsibility to protect them for our children and future generations. Protecting natural areas and wildlife is more urgent today than ever before, as we lose wildlife habitat, farm and ranchland, and even beaches wash away. Prop. 4 protects these natural areas from wildfire, pollution, and other threats from a changing climate.

PROTECTING PUBLIC HEALTH

By removing pollution from the air and toxins from our water, Prop. 4 protects the health of vulnerable seniors and children.

STRONG FISCAL RESPONSIBILITY, ACCOUNTABILITY & TRANSPARENCY

California is already paying the price for failing to adequately prepare for drought and a changing climate. This measure helps shift from disaster response to *prevention*.

Our state and communities will save billions more by avoiding and reducing damage from wildfires, droughts, and floods.

Prop. 4 contains strict fiscal accountability and transparency:

- Annual independent audits
- Full public disclosure of all future funding

Join California firefighters (CalFire Local 2881), the National Wildlife Federation, the Nature Conservancy, Clean Water Action, and water agencies including San Diego Co Water Authority: YES on 4.

Jennifer Clary, State Director
Clean Water Action

Tim Edwards, President
CALFIRE Firefighters

Beth Pratt, California Regional Executive Director
National Wildlife Federation

★ REBUTTAL TO ARGUMENT IN FAVOR OF PROPOSITION 4 ★

Clean drinking water and preventing destructive wildfires are necessities, not luxuries. These should be addressed within our state budget, not by demanding \$10 billion more from the taxpayers in the form of a bond that will cost nearly double to repay—\$19.3 billion.

The challenges we face with wildfires and water supply are the result of decades of neglect and mismanagement of our resources. Empowering tribal leaders for forest management and investing in water infrastructure could have prevented these crises. These aren't random occurrences, but repercussions of misguided policies.

Despite politicians' frequent promises for accountability, since 2000 California voters have approved over \$30 billion in natural resources bonds—with little to show. After years of refusing to prioritize spending on forest management, we are suffering the aftermath of major wildfires that could have been prevented, or at least minimized. After years of refusing to invest in water storage, we are facing water supply instability.

Instead of burdening taxpayers with a bond that overpromises, we should tackle these issues in the budget. *Real change stems from commitment, not quick fixes.* This isn't just policy, it's our future. Let's choose pragmatism over procrastination.

Sacramento politicians should not demand more money from the taxpayers or pressure voters to pass an unrealistic bond package that lacks any lasting change to state policy. Vote NO on Proposition 4.

Vote NO on deferring our environmental responsibility at double the cost. Let's invest in a greener tomorrow today.

Senate Minority Leader Brian W. Jones

Assemblyman Jim Patterson

Jon Coupal, President
Howard Jarvis Taxpayers Association

★ ARGUMENT AGAINST PROPOSITION 4 ★

TOO MUCH DEBT, TOO LITTLE BENEFIT: THE PROBLEM WITH PROPOSITION 4

Bonds are the most expensive way for the government to pay for things. Proposition 4 would add a whopping *\$10 billion* of debt to the taxpayers—PLUS an estimated *\$9.3 billion* in interest—to pay for climate-related programs. This funding would also cover administrative costs and salaries for grant recipients. But remember, this is borrowed money.

At the start of the year, California already had over *\$78 billion* of bond debt. Proposition 1 in March added another *\$6.38 billion*. Now there's a proposal to add an additional *\$10 billion* for ambiguous climate programs. Guess who's going to foot the bill? That's right—we taxpayers. Our tax dollars will be diverted from essential services to cover interest payments and principal repayment of the bond.

Bonds are borrowed money that must be paid back, PLUS INTEREST, no matter what the state must cut to do it. Governor Newsom already declared a budget emergency because the state spends more than it takes in. How many programs will have to be cut in the future to pay for Proposition 4? According to the nonpartisan Legislative Analyst's Office, we had a *\$62 billion* deficit this year. What will happen when we have both a deficit AND the obligation to repay this enormous bond debt?

Two years ago, California had a nearly *\$100 billion SURPLUS*. If these climate projects had been prioritized then, we could have covered the entire cost of this bond with just 10 percent of that surplus. Now, due to the government's inability to manage its spending, they are asking voters for more of their hard-earned money.

AS A VOTER, YOUR TAX DOLLARS SHOULD FUND YOUR HIGHEST PRIORITIES, NOT PET PROJECTS.

Bonds should be reserved for financing essential projects that will build infrastructure lasting beyond the 30-year payoff period. However, many elements of Proposition 4 fail to meet that standard, resulting in *\$10 billion* of spending just being added to the taxpayers' credit card—with a lack of accountability or measured metrics for success! Proposition 4 is full of money being funneled to unproven technologies that may sound promising on paper but have no concrete evidence of success. By committing funds to speculative projects, Proposition 4 overlooks long-term water storage and critical wildfire fuel management programs in favor of short-term, unproven projects.

IT'S RECKLESS TO USE COSTLY BORROWED MONEY TO PAY FOR UNPROVEN PROGRAMS.

Proposition 4 represents a reckless increase in state debt with questionable benefits. The government should prioritize essential services and ensure that any borrowing is reserved for projects that provide lasting, tangible benefits to the state and its residents. Vital programs should be funded in the budget with the taxes we already pay, not through costly borrowing. What's in the budget that's a higher priority than safe drinking water and wildfire prevention? Politicians should answer that question before racking up another *\$10+ billion* in debt that will have to be paid back, WITH INTEREST.

Senate Minority Leader Brian W. Jones

Assemblyman Jim Patterson

Jon Coupal, President

Howard Jarvis Taxpayers Association

★ REBUTTAL TO ARGUMENT AGAINST PROPOSITION 4 ★

YES on 4: ADDRESSES CALIFORNIA'S HIGHEST PRIORITY DRINKING WATER and FIRE PREVENTION NEEDS

California firefighters, clean water organizations, public health experts, and conservation groups urge YES on 4, to address our state's *most vital needs* for a safe water supply, wildfire prevention, and clean air.

The opposition itself admits, clean water and wildfire prevention are critical priorities.

Prop. 4 makes efficient, sensible investments in proven solutions: upgrading drinking water treatment to remove contaminants, fixing crumbling dams and levees to prevent floods, creating groundwater storage and recycling plants to boost supply and prepare for drought, and investing in effective wildfire prevention and containment strategies.

YES on 4: SMART, URGENT INVESTMENTS WITH STRICT ACCOUNTABILITY REQUIREMENTS, PROTECTS COMMUNITIES AND PREVENTS BILLIONS IN FUTURE COSTS

Yes on 4 is fiscally responsible and fully transparent.

Nearly 1 million Californians lack access to clean drinking water. Yes on 4's investments strengthen safe water

supplies and flood control infrastructure—saving billions in temporary fixes and economic losses.

A UCLA study found 10 years of wildfire smoke have caused 50,000 premature deaths and \$400 billion in economic losses. Wildfire prevention saves six times its cost in reduced damage, while protecting our health.

“California's financial health is vulnerable to natural disasters, neglected infrastructure, and a changing climate. Without raising taxes, Yes on Prop. 4 saves California money while helping state and local governments protect our communities.”—Tim Gage, former state Director of Finance.

California communities can't wait.

YES on 4: CLEAN DRINKING WATER, WILDFIRE PREVENTION, and OUR HEALTH.

Susana De Anda, Executive Director
Community Water Center

Sarah Gibson, Fire Manager
The Nature Conservancy

Christopher Chavez, Deputy Policy Director
Coalition for Clean Air

Message Tools

YES on 4

Key Messages

While there are plenty of excellent reasons to vote “Yes” on Prop 4, rigorous polling shows that the vast majority of voters (and especially swing voters) are compelled to support Prop 4 by messages focused on access to clean, safe drinking water; wildfire prevention; and protecting the iconic beauty and wildlife that make California so special. Repeating the messages below as often as possible – whether at the dinner table, on social media, or during a local event – is the best way to get Californians excited about voting YES on Prop 4!

California is facing devastating wildfires, vulnerable drinking water supplies, extreme summer heat, and other major threats from a changing climate. **Yes on Prop 4 helps California shift from disaster response to disaster prevention before the damage becomes too costly and unmanageable** – preventing wildfires, providing safe drinking water for everyone, and protecting our forests, beaches, and coasts.

Voting Yes on Prop 4 will save California money, keep costs down for families, and protect our communities by protecting what matters to us.



WATER

A changing climate, more frequent droughts, crumbling infrastructure, and water pollution are putting our water supplies under pressure. **Yes on Prop 4 invests in proven solutions** that will help us restore groundwater supplies, recycle more water locally, and capture stormwater to prevent flooding. All of this will help ensure we have water supplies when we need them most.

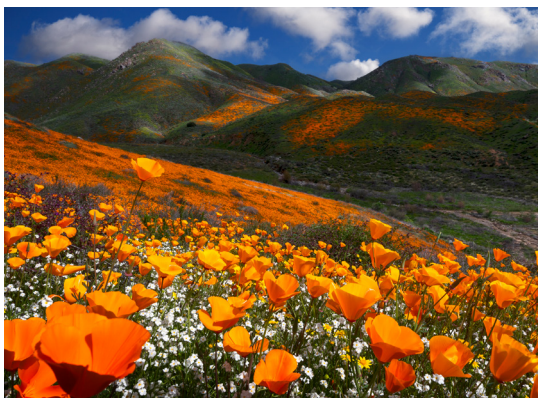
Safe, clean drinking water is already at risk for millions of Californians and there are hundreds of thousands who live in communities with contaminants and toxins in their water supplies, making it unsafe for families to turn on the tap to drink or even take a shower. **Yes on Prop 4 will help clean up these communities' water, to ensure all Californians have access to clean safe drinking water.**



FIRE

Recent California wildfires have burned two million acres, released toxic smoke into our air, and polluted drinking water supplies. The largest fire damage and smoke have harmed our quality of life and health, resulting in higher levels of asthma and other respiratory illnesses, in every corner of California.

Yes on Prop 4 invests in proven solutions to prevent wildfires, reduce their intensity when they do occur, and improve disaster response – strategies that will help keep our air clean and protect our communities.



WILDLIFE

Our beaches, forests, and mountains make California special, and we have a responsibility to protect them for our children and future generations. Protecting natural areas and wildlife is more urgent today than ever before, as we lose wildlife habitat, farm and ranchland, and even beaches wash away.

We are already seeing impacts of a changing climate on nature and California communities. Investing in smart planning and action to better manage forests to reduce the risk of fires, or to restore lands along rivers that can absorb floodwaters, pays off. A study found that for every dollar invested to reduce our risk from disasters before they occur, we save roughly seven dollars in emergency response and clean-up.

Yes on Prop 4 protects these natural areas from wildfire, pollution, and other threats from a changing climate.

YES on 4

Prevent wildfires.
Provide safe drinking water.
Protect California.



FAQs



Why should I vote for Prop 4?

California is facing devastating wildfires, vulnerable drinking water supplies, extreme summer heat, and other major threats from a changing climate.

Vote YES on 4 to prevent wildfires, provide clean safe drinking water, and protect California's unique natural lands, beaches, coasts, and water sources. YES on 4 helps California shift from disaster response to disaster prevention – investing in proactive measures to save California money, keep costs down for families, and protect our communities.

Will voting YES on Prop 4 directly impact the lives of Californians?

Californians are feeling the impacts of a changing climate, with devastating wildfires, loss of natural areas, and vulnerable water supplies. All of us need clean air and water. YES on 4 will take important action now to protect these resources while the climate changes. Accompanying droughts, floods, rising sea levels, and extreme heat will cost families and taxpayers billions more in damages, threatening livelihoods and communities, while increasing the cost of insurance and utilities for Californians. Voting YES on 4 helps stop natural disasters before they start, keeping costs down for families and saving taxpayers' money in the future.

Is borrowing \$10 billion a good idea?

Absolutely; acting now will prevent even more costly future disasters. Acting now means preventing billions in future costs from a changing climate and more frequent natural disasters. A \$10,000 preventative burn outside Chico could have prevented the fourth largest fire in state history - the Park Fire - that has burned nearly 430,000 acres. That's more land than the City of Los Angeles or 5 Fresnos or 14 San Franciscos. YES on 4 is a shift from disaster response to prevention, making critical investments in infrastructure and proactive measures to save California money, keep costs down for families, and protect our communities.

The state bond debts are low, making Prop 4 a prudent choice for investments needed right now to save lives and protect communities by preventing natural disasters before they happen.

What does Prop 4 pay for?

Prop 4 provides crucial resources needed now to invest in proven solutions to help the state shift from natural disaster *response* to disaster *prevention*.

\$3.8B to ensure everyone has access to safe drinking water; invest in water recycling and conservation; and improve dam and levee safety.

\$1.5B to prevent wildfires through forest management, reduce their damage when they do occur, and improve disaster response.

\$1.2B to protect what makes California so special – its natural lands, parks, coastline and wildlife.

\$700M to create parks and outdoor access – enhancing green spaces by planting trees to provide shade, habitat, and public access, supporting park creation and restoration to combat urban heat and flooding, and improve kids' health and safety.

\$450M to develop and implement strategies to protect Californians from extreme heat.

\$300M to help small and medium farms conserve water and improve soil health

YES on 4

**Prevent wildfires.
Provide safe drinking water.
Protect California.**



California is facing devastating wildfires, vulnerable drinking water supplies, extreme summer heat, and other major threats from a changing climate.

Regional Information

- [Bay Area](#)
- [Central Coast](#)
- [Central Valley](#)
- [Inland Empire](#)
- [Los Angeles](#)
- [North Coast](#)
- [San Diego](#)
- [Sierras](#)

Proposition 4 makes urgent investments in proven solutions to protect our communities, health, and economy. It addresses threats to our iconic landscapes, coast, and wildlife before the damage becomes too costly and unmanageable.

Prop 4 tackles our most urgent needs today, helping us protect California and what makes our state so special.



Prevent Devastating Wildfires and Smoke

Recent California wildfires have burned over 2 million acres, affecting our quality of life and health. A UCLA study found that 10 years of wildfire smoke have caused 50,000 premature deaths and \$400 billion in economic losses.

YES on 4 is a major step forward, investing in proven strategies to detect, prevent, and reduce the intensity and spread of fires in every region. In 2024, we've seen the return of huge, damaging fires that strain our state's capacity to respond.

- **Protects communities** by creating natural breaks and removing burnable brush around populated areas
- **Increases forest health** to reduce wildfire intensity



- **Improves early detection** and disaster response, deploying detection and early warning systems
- **Enhances safety** by upgrading available firefighting equipment, emergency communications, evacuation routes, and shelter availability

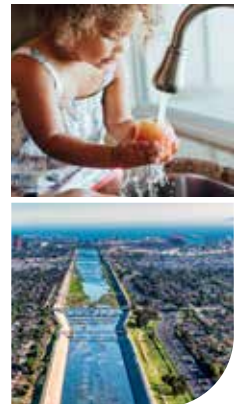


Provide Safe, Reliable Drinking Water & Boosting Supplies

We can't take our water supplies for granted. A changing climate, more frequent droughts, crumbling infrastructure, and water pollution are putting our supplies under pressure. A recent state study found that a changing climate could reduce key water sources more than 20% in the years ahead.

YES on 4 addresses these water supply challenges and takes important steps to clean our water and safeguard it from pollution.

- **Upgrades vital water** infrastructure
- **Fixes crumbling dams** and levees
- **Restores groundwater** supplies
- **Increases local water** recycling programs
- **Increases stormwater** capture
- **Provides water treatment** to filter harmful contaminants like lead, PFAS chemicals, and perchlorate



Learn more at YesOnProp4ca.com

// Prop 4 makes the right investments to save lives and billions in response and recovery costs."



TIM EDWARDS
President,
CALFIRE
Firefighters

Essential \$10 Billion Investment

\$3.8B to ensure safe drinking water and increase our water supplies

\$1.5B to prevent wildfires

\$1.2B to protect natural lands

\$1.2B to protect coastal health & prepare for rising sea levels

\$850M to build clean energy infrastructure

\$700M to create parks & green space

\$450M to protect communities from extreme heat

\$300M to help small and medium farms conserve water and improve soil health

Learn more at YesOnProp4ca.com



Protect California's Iconic Forests, Mountains, Rivers, and Coast

Safeguarding our natural areas is more urgent than ever, as we lose farmland and habitat for wildlife found nowhere else, and as beaches wash away.

YES on 4 protects what makes California special and maintains the natural sources of our clean water and air.

- **Preserves open spaces**, forests, and our coastline for this and future generations
- **Restores coastal areas** and wetlands, and protects them from the effects of rising sea levels
- **Improves and restores natural areas** to improve habitats and protect wildlife
- **Protects and improves our rivers**, streams, and lakes



Ensure All Californians Have Access to Clean Water and Healthy, Resilient Communities

Nearly one million Californians live in communities that lack access to clean drinking water, where families cannot turn on the tap and safely drink or shower. Meanwhile, smoke and extreme heat are creating new health threats, straining communities that already face heavy pollution burdens.

By directly addressing these issues, **YES on 4** will improve the health of California's families in the communities that need help most.

- **Cleans up polluted drinking water** in communities, filtering out contaminants like arsenic, lead, nitrates, uranium, PFAS chemicals, and perchlorate to ensure safe drinking water
- **Reduces dangerous air pollution** by preventing catastrophic wildfires and advancing cleaner energy systems
- **Furtheres our transition to clean**, pollution-free energy, including wind energy, and battery storage capacity
- **Prepares communities for extreme heat**, with investments to plant more trees for shade, creating more green space, and building community cooling centers



Smart Investments and Strict Accountability to Keep Our Cost of Living In Check

YES on 4 helps our state shift from disaster response to prevention, saving billions of dollars in future costs from devastating fires and water shortages. Wildfire risks are already driving up insurance and utility bills. Droughts, floods, rising sea levels, and extreme heat are poised to inflict billions more in damages.

- **Establishes annual independent audits** of bond funding
- **Full transparency** on all future spending
- **Proven, cost-effective prevention** strategies that reduce disaster response costs
- **Water supply improvements** to prevent future disruptions and expenses
- **Saving local governments millions** each year in avoided costs

Supported by: Clean Water Action, California Professional Firefighters, CalFire Firefighters, National Wildlife Federation, The Nature Conservancy, Trust for Public Land, San Diego County Water Authority, Community Water Center, League of Women Voters California, Save The Redwoods League, Coalition for Clean Air, League of California Cities, California Labor Federation, CA Democratic Party



Ad paid for by Yes on Prop 4, Californians for Safe Drinking Water and Wildfire Prevention, sponsored by Environmental Organizations. Ad Committee's Top Funders:

The Nature Conservancy
Committee for Clean Water Natural Resources and Parks - Yes on Proposition 4
sponsored by a Coalition of Environmental Advocates Across California

California Council of Land Trusts
Funding Details At www.fppc.ca.gov.

**Take
Action**

YES on 4

Take Action

Using Social Media to Pass Prop 4

Social media is a critical platform for building and activating a supporter base and to reach out to voters about why they should vote Yes on Prop 4. Making sure our most compelling messages and persuasive content is getting to as many voters as possible is easy:

1. Follow the official Yes on Prop 4 campaign accounts
[X](#)
[Facebook](#)
[Instagram](#)
2. Like as many posts as you can
3. Share our campaign posts as much as possible
4. Post on your own accounts; tagging @yesonprop4ca

Want to post your own content? We got you covered! Using this toolkit, you can build your own social media posts by personalizing our key messages. Our toolkit is also available online at www.yesonprop4ca.com.

Sample Posts

1. Preserving California's natural resources against a changing climate can't wait! Devastating wildfires, floods, & pollution are increasingly threatening our communities. #YesonProp4 protects California!
2. One million Californians don't have access to safe drinking water, putting families & children at risk! #YesonProp4 ensures everyone has access to clean, safe drinking water by investing in vital upgrades to our water infrastructure.
3. Our rapidly changing climate is taking the frequency, intensity, & duration of wildfires in California to destructive new heights. Voting #YesonProp4 invests in proven solutions to prevent wildfires and protect California.
4. Prop 4 helps California shift from disaster response to disaster prevention! Vote #YesonProp4 to protect our communities from frequent & devastating climate disasters.

[Sample Graphics](#)



User Generated Videos

The most engaging type of social media content right now is short form videos filmed by everyday social media users. Posting a self-recorded video about why you or your organization supports Prop 4 is an excellent way to ensure voters who use social media hear our message. Film a video in your everyday environment! Prop your phone against a wall while you're on a work site or hold it up like you're taking a selfie on an afternoon walk. Film the video in a place that makes sense for you and that uses the topline messages from this toolkit!

Tag [@yesonprop4ca](#) to be shared by the campaign!

Sample Video Message

I'm voting yes on Prop 4 this November! California faces devastating wildfires, vulnerable drinking water supplies, extreme summer heat, and other major threats. Prop 4 represents a historic shift from disaster response to prevention, tackling our most urgent climate needs today, before the damage becomes too costly and unmanageable. Vote Yes on Prop 4!

Take Action

Sample Letter to the Editor (LTE)

When writing a Letter to the Editor, there are a few things to keep in mind:

- Write an LTE when you want to respond to an article, op-ed, or editorial that appeared in your local newspaper.
- Word counts are extremely limited. Most papers require between 150-200 words or less, but check your newspaper's website to see what their limit is and then double check your word count before you submit!
- This is an opinion piece—be passionate and push back if appropriate! Use YOUR voice! Prop. 4 opponents can't argue with your lived experience.
- Use the facts and our topline messages to support your argument.

Here are some questions to help you draft your own LTE:

- What is your perspective? Share your story in a sentence.
- Tell voters what is at stake and who stands to gain.
- Talk about the impact of Prop 4 on the things, and people, you care about.
- End with a strong opinion and urge voters to vote YES on Prop. 4



EXAMPLES

Letter to the Editor on Smoke & Fire

Editor,

In these polarized times, there is one thing upon which we can all agree: We all want to breathe clean air that doesn't put our health at risk.

That's why we should support Proposition 4 this fall. It invests in proven solutions that will help to prevent and contain the massive wildfires that have regularly filled our air with toxic smoke and ash.

As a result of the hotter climate, we can't breathe easy. The eight largest wildfires in state history have all burned since 2018. In the worst of those years, every single California county was covered by smoke plumes for at least 46 days.

Things will get worse unless we act now. Proposition 4 will fast-track projects to improve forest health and increase resilience to prevent wildfires, protecting our health and communities.

Please vote to protect our clean air. Please vote Yes on Proposition 4.

Letter to the Editor on Water

Editor,

When state water officials warn, as they did this summer, that extreme weather shifts could over the next two decades reduce deliveries by 23 percent from a source that two-thirds of Californians rely upon, that is a call to action.

Proposition 4 on the Nov. 5 ballot is the right response. It would invest nearly \$4 billion in proven solutions to bolster our supply of clean water – to protect and preserve our rivers and streams, improve access to recycled water, and recharge groundwater supplies. We must act now to prepare ourselves for the challenges that lie ahead.

Today, about 1 million Californians in communities up and down the state lack access to clean water. About 1 million more rely on systems that are at immediate risk of failure. It is a crisis we cannot allow to spread.

A Yes vote on Proposition 4 to protect our clean, safe drinking water.

Take Action

Sample Op-Ed

An op-ed (which stands for “opposite the editorial page”) is a great opportunity to gain visibility and advocate for why voters in your community should vote YES on Prop 4 while leveraging your personal story and our campaign’s most compelling messages.

Write conversationally. Avoid jargon, fancy words, and slang. Your op-ed must be understandable to the general public, including people that may have no knowledge of the issue.

Be Concise - Keep things tight and get to the point fast. Most newspapers limit op-eds to around 500-650 words. Check your target newspaper’s requirements before writing and submitting.

Remember that this is an opinion piece. Be passionate and use your voice.



How To Pitch an Op-Ed For Publication:

By Website –Most local newspapers have submission information on their websites including an email address for submission. Some have a form on their website that you submit your op-ed with.

By Email – If your local newspaper doesn’t have an op-ed submission form, you should be able to locate an email address for the opinion page editor on the paper’s website. When submitting by email: Double check your op-ed fits the newspaper’s word count limit. Include your name and your title (if appropriate).

Avoid Attachments - If you are required to email your op-ed to the editor, paste your op-ed into the body of your email to the contact information you found on the website. Include your contact information. Be sure to include your name, email, and phone number in case the editors want to contact you.

Follow Up: Follow up with the contact if you haven’t heard back from them. Newspapers receive many op-eds each day, so make sure they see yours.

Photo: If your op-ed is accepted, the newspaper may request a high-resolution photo of you to run alongside the piece in the paper or online. Make sure you have a photo on hand so you aren’t scrambling at the last minute.

Use this boilerplate op-ed as a foundation for your piece. Highlighted sections should be personalized to include details about your area of expertise, and datapoints that help localize Prop 4 to your target media market and audience.

With each passing year, we learn how a changing climate can affect our lives. For most Californians there are two things that stand out – wildfires that are more frequent and more intense, and the long-term threat to our precious water supply.

The longer we wait to act, the more severe the consequences will be and the more it will cost taxpayers to confront them.

That is why it is essential that Californians vote YES on Proposition 4 on the Nov. 5 ballot. It would make investments now to stave off suffering in the years ahead. This farsighted ballot initiative would front-load projects to preserve our rivers and streams, to recharge aquifers, reduce and treat contaminants in degraded groundwater, and otherwise protect our threatened water supply.

It would also fund projects such as brush-clearing, forest thinning and controlled burns that would help contain future wildfires before they explode into uncontrolled disasters that threaten our communities and release toxic smoke into the air we breathe.

(Insert local references here. Every county in the state has been affected by a megafire in recent years. Note that the 9 largest wildfires in state history have taken place in the last 7 years. Cite the one that most affected your community. Here is [a list](#) of those major fires and their consequences. Ask readers to remember the local impacts, including the eerie orange skies and the smoke and ash that blocked the sun.)

More than a quarter of Californians now live in areas [that are classified](#) as under very high or extreme fire threat. Even those who live in areas in which the threat is not as great feel the impacts – the fear of breathing [toxic smoke](#), the reality of paying for homeowners insurance that has become more expensive and more difficult to obtain.

The proven fire prevention and mitigation strategies in Prop 4 make us safer. Californians must aggressively put those strategies in place by voting Yes on Proposition 4.

A threatened water supply is less dramatic than a megafire, but even more troubling. Already, about 1 million Californians live in communities without a safe drinking supply and 1 million more are served by water systems that [the state classifies](#) as at risk of failure.

Imagine what that must be like – to be unable to drink water from your tap or to safely bathe your child. We must urgently address this critical problem, and we must prevent these untenable conditions from spreading.

Again, Proposition 4 would make funds available to tackle this problem now rather than put off action until the crisis worsens.

(Communities with unsafe drinking water are concentrated in the central valley and the central coast, but they exist up and down the state. Reference [this map](#) to make the point that it is a problem in your region. Note that most of these water systems are very small, so it's probably not useful to individually identify any of them.)

We know that our water challenges will become more acute. Just this summer, [state water officials warned](#) that deliveries from the State Water Project could be reduced by up to 23 percent in 20 years due to extreme weather shifts.

(The state water project serves 27 million californians including those in the bay area, san joaquin valley, central coast, southern california, inland empire and desert regions. The [map at this link](#) shows all the swp contractors. Chances are that your community is at least partly reliant on its supplies. If you know specific local details, cite them)

The majority of the spending authorized by Proposition 4 would be on these two concerns – preventing and containing wildfires and protecting water resources. The rest would go towards addressing other climate impacts, protecting the sources of our clean air and water, sea level rise, reducing the effect^s of extreme heat and helping farmers to sustainably adapt.

A detailed public report of all the spending would have to be posted at least once a year. All would be subjected to an independent audit.

We know that climate conditions today are not what they once were. We can feel it and see it. It would be foolish not to act upon it. Vote Yes on Proposition 4.

Take Action

Sample Resolution

WHEREAS California faces devastating wildfires, vulnerable drinking water supplies, extreme summer heat, and other major threats from a changing climate; and the state's approach to natural disasters driven by a changing climate has historically be reactive rather proactive, AND;

WHEREAS Recent California wildfires have burned two million acres, released toxic smoke into our air, and polluted drinking water supplies with [wildfires](#) between 2008-2018 causing up to \$456 billion in damages across California and wildfire smoke exposure causing more than 50,000 deaths, AND;

WHEREAS Today, nearly one million Californians lack access to drinking water that meets safety and reliability standards, according to the State Water Board; and there are hundreds of thousands of Californians who live in communities where water supplies are contaminated with unsafe levels of substances like arsenic, lead, nitrates, uranium, and perchlorate – where families cannot turn on the tap and safely drink or shower, AND;

WHEREAS [Extreme heat](#) took the lives of several hundred Californians, led to thousands of hospitalizations and emergency room visits, and caused \$7.7 billion worth of economic damages between 2013-2022, AND;

WHEREAS We are already seeing impacts of a changing climate on nature and California communities and investing in smart planning and action to better manage forests to reduce the risk of fires, or to restore lands along rivers that can absorb floodwaters is proven to pay off, with a recent study finding that for every dollar invested to reduce our risk from disasters before they occur, we save roughly seven dollars in emergency response and clean-up, AND;

NOW, THEREFORE BE IT RESOLVED, that [NAME OF ORGANIZATION] supports Proposition 4 on the November 2024 ballot to prevent devastating wildfires and smoke; provide safe, reliable drinking water and boost water supplies for all; protect California's iconic forests, mountains, rivers and coasts; and ensure all Californians have access to clean water and healthy, resilient communities.,

Adopted on this _____ day of the month of _____ in 2024.

Take Action

Sample Blog Post

If your organization has the capability to create a blog post on its website, please use this sample below as a jumping off point. In developing this sample, we looked at and borrowed from excellent examples from [California Audubon Society](#), [California State Parks Foundation](#), and [TOGETHER Bay Area](#). We encourage you to do the same!

Yes on Prop 4 will Prevent Wildfire, Provide Clean Drinking Water, and Protect California

Thanks to the efforts of every individual who took action and raised their voices, Californians will be able to cast their votes in support of Proposition 4 on the November ballot!

As California faces devastating wildfires, vulnerable drinking water supplies, extreme summer heat, and other major threats from a changing climate – Yes on Prop 4 makes urgent investments in proven solutions to protect our communities, health, and economy. It addresses threats to our iconic landscapes, coast, and wildlife before the damage becomes too costly and unmanageable.

How does Yes on Prop 4 benefit [INSERT KEY ISSUE AREA]?

• [LIST OF KEY PROGRAMS IMPORTANT TO YOUR CONSTITUENCIES THAT WILL BE FUNDED THROUGH PROP 4]

Who benefits from Yes on Prop 4?

We know the facts: that recent wildfires have burned millions of acres of forest and cost taxpayers billions of dollars; that millions of Californians don't have access to clean drinking water; and that our state's precious farmland and wildlife are at risk from the impacts of a changing climate.

Yes on Prop 4 is particularly special because it allocates **at least 40% of its funding to underserved and climate-vulnerable communities**, many of which have not received funding in past bond efforts. It will benefit communities throughout the state with the below major funding categories, including:

- Safe drinking water, drought, flood, and water resilience: \$3.8 billion
- Wildfire and forest resilience: \$1.5 billion
- Sea level rise and coastal resilience: \$1.2 billion
- Protect biodiversity and implement nature-based climate solutions: \$1.2 billion
- Clean air programs: \$850 million
- Park creation and outdoor access: \$700 million
- Climate-smart and sustainable farms, ranches, and working lands: \$300 million
- Extreme heat mitigation: \$450 million

YES on 4 marks a historic shift from investing in disaster response to investments in disaster prevention, saving billions of dollars in future costs from devastating fires and water shortages. Wildfire risks are already driving up insurance and utility bills. Droughts, floods, rising sea levels, and extreme heat are poised to inflict billions more in damages.

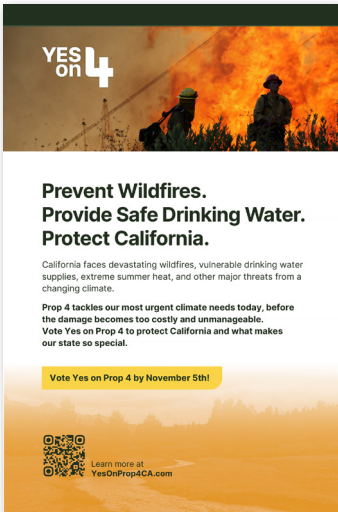
[INSERT CALL TO ACTION, e.g. sign up for newsletter, follow social media accounts, etc.]
Visit yesonprop4ca.com to learn more and get involved.

Print Your Own Materials

IMPORTANT NOTE FOR ALL ORGANIZATIONS:

Please review the attached legal guidance memo ahead of printing yard signs or palm cards to determine whether or not your organization needs to change the disclaimer.

DISCLAIMER MEMO



YES on 4


**Prevent Wildfires.
Provide Safe Drinking Water.
Protect California.**

California faces devastating wildfires, vulnerable drinking water supplies, extreme summer heat, and other major threats from a changing climate.

**Prop 4 tackles our most urgent climate needs today, before the damage becomes too costly and unmanageable.
Vote Yes on Prop 4 to protect California and what makes our state so special.**

Vote Yes on Prop 4 by November 5th!

Learn more at YesOnProp4CA.com



**Why It's Critical to
Vote Yes on Prop 4**

- Prevent Devastating Wildfires**
Recent wildfires burned over 2 million acres. Prop 4 invests in proven strategies to detect, prevent, and reduce wildfires everywhere in CA.
- Provide clean, safe drinking water**
We can't take our water for granted. Prop 4 restores water supply and safeguards our water from pollution.
- Protect the air we breathe**
Smoke and extreme heat are creating new health threats. Prop 4 reduces air pollution and improves health for communities most in need.
- Protect our iconic lands**
Safeguarding our natural areas is more urgent than ever. Prop 4 protects the sources of our clean air and water, and preserves California's iconic forests, mountains, rivers, and coast.

Essential, Urgent \$10B Investment in Proven Solutions

\$3.9B to ensure safe drinking water and increase our water resiliency	\$800M to build clean energy infrastructure
\$1.6B to prevent wildfires	\$700M to create parks & green space
\$1.2B to protect natural lands	\$450M to protect communities from extreme heat
\$1.2B to protect coastal health & prepare for rising sea levels	\$300M to help small and medium farms conserve water and improve soil health

Prop 4 is endorsed by a broad coalition of public safety leaders, firefighters, wildfire prevention specialists, clean water experts, small businesses, farmers, and many more.

Ad paid for by Yes on Prop 4, Californians for Safe Drinking Water and Wildfire Prevention, sponsored by Environmental Organizations, Ad Committee's Top Funders: The Nature Conservancy, California Council of Land Trusts, The Trust for Public Land, Funding Details At www.fppc.ca.gov.

Print Your Own PALM CARDS



YES on 4

**Prevent Wildfires.
Provide Safe Drinking Water.
Protect California.**

YesOnPropCA.com

Print Your Own YARD SIGN