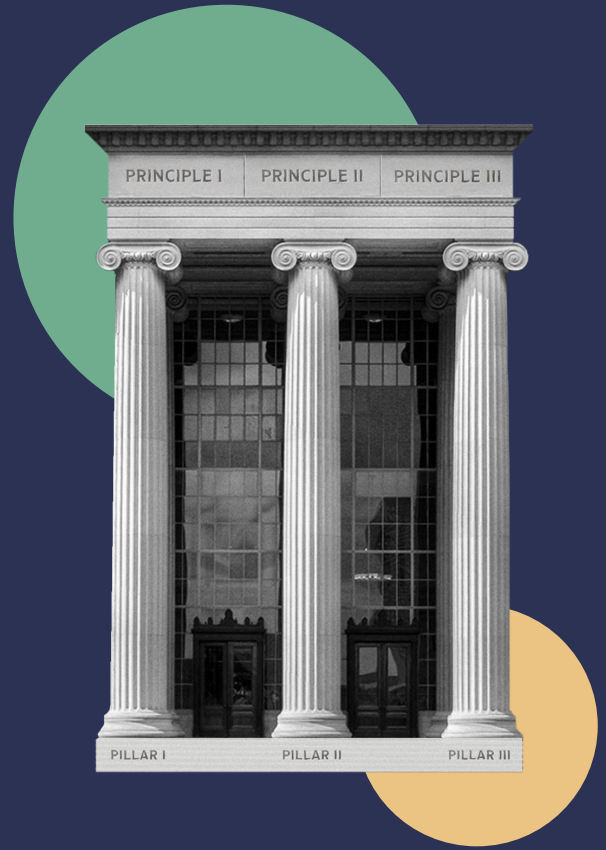


California Guaranteed Income Blueprint



Guaranteed Income
COMMUNITY OF PRACTICE

From Trials
Runs to Lasting
Change:
Long-Term
Solutions for
Guaranteed
Income

OVERVIEW OF AGENDA & SPEAKERS

Panelists

- Mona Masri, Economic Security California (Moderator)
- Shafeka Hashash, Economic Security Project
- Melanie Jimenez Perez, Santa Clara County
- Supervisor Cindy Chavez, District 2, Santa Clara County

Guaranteed Income Pillars

Pillar 1

Fight for Policies That Create Government Infrastructure to Provide Regular Direct Cash Distribution

- State Tax Credits
- Publicly Run Pilots (e.g. CDSS \$35MM pilot)
- States with capacity build cash coalitions

Pillar 2

Deploy The Administrative Approach To Use Guaranteed Income To Build An Equitable, Trust-based Social Contract

- Change how existing institutions administer public resources, making them more equitable and efficient, bringing us closer to a guaranteed income (e.g. Reimagine CalWorks).

Pillar 3

Harness State And Federal Policies To Build Towards A National Guaranteed Income

- Fight for Policies That Create Government Infrastructure to Provide Regular Direct Cash Distribution



Building Economic Security in California (2019 to present)

Building economic security through expanding tax credits

- Creation of YCTC (2019)
- Tripling of CalEITC (2019)
- ITIN filers included (2020)
- YCTC eligibility expanded to \$0 income (2022)
- Re-Imagine CalWorks introduced (2023)

Laying our guaranteed income foundation

From Stockton SEED to Mayors for Guaranteed Income (MGI) to **47 GI pilots in CA** (since 2019)

Waiver secured to exclude GI income from benefits eligibility

CA leads the nation in mitigating the loss of benefits due to GI pilots

Building and branching beyond our foundation

CA invests \$35 million to set up first state-run GI Pilot Program (2021) – pilots launch in 2023

Launch of Counties for Guaranteed Income (CGI) (2023)

In the policy debate leading into 2026, cash support is named explicitly as a critical tool to support shared economic prosperity, fairness, and equity. **CDSS auto waivers.**

Headlines

- There is majority support for guaranteed income but it is not consistently defined as a concept
- There is a large swath of persuadable audiences on guaranteed income showing tremendous possibility for movement scale
- Persuadable audiences are not confined to traditional partisan ideologies and can be reached with values-based messaging
- To reach these audiences, we combine values-based messaging from trusted messengers and emphasizes pilot programs
- **A focus on persuadable and select swing audiences, coupled with effective narrative techniques, will achieve the goal of building national majority support for GI.**

Polling Insights

Growing the movement requires earning support outside of traditional political identities

Intensity of Responses

		Young & Anxious Strong Supporters	College Democrats strong supporters	MAGA supporters	Base Dem soft supporters	Econ Anxious Rep Fence-Sitters	Moderate, Senior Dem Fence-Sitters	Concerned opponents	Reagan Republican opponents
#	AUDIENCE VALUE	40%	5%	6%	9%	9%	4%	8%	21%
1	“The government should do more to help people and businesses”	●	●	◐	●	◐	●	◐	○
2	“Government is doing enough/not enough to help with the basics”	●	●	●	●	●	○	●	○
3	“I/we don't have enough to cover a \$400 emergency expense”	◐	○	●	○	◐	○	○	○
	Support for GI	85%	76%	60%	60%	44%	44%	25%	12%

- These three values around 1) the role of government, 2) government doing enough to help, and 3) personal economic precarity underpin this audience model
- They help identify both our “base + persuadable” audience as well as “swing” segments and how we grow the movement at scale.

Narrative Win

Persuasive
communications
blends the right
message,
messenger, and
use of pilot
program
examples

Messenger

Non-political, third-party validators including:

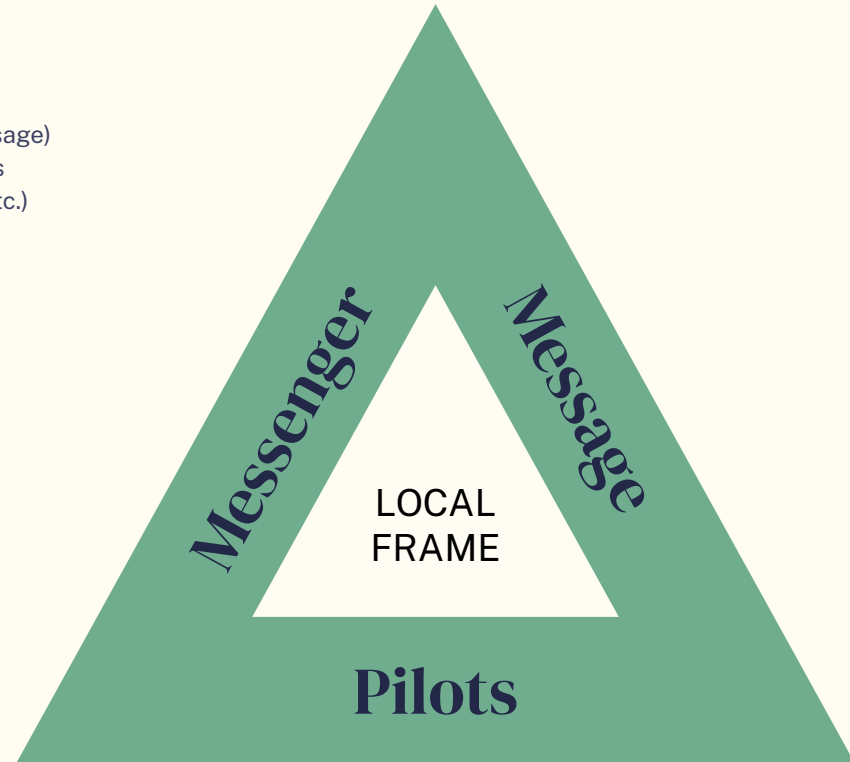
- local business owners
- school counselors
- Pediatricians
- small-town mayors (with an apolitical message)
- and other types of local community leaders (pastors, chamber of commerce officials, etc.)

Message

- Enabling personal advancement and initiative
- Nurturing strong families
- Providing care for loved ones
- Strengthening communities

Pilots

- Pilots are the supporting evidence and add credibility
- Ease audiences discomfort around abuse and illicit spending, normalize GI as a mainstream popular idea for all but the highest earners





From Pilots to Policy: Examples in Action - Administrative Efforts

Administrative Approach Examples: Reimagining CalWorks Campaign

Goal: Test the impact of replacing problematic components of CalWorks to determine improved program recipient outcomes.

How: Pilot eliminate specific sanctions and replacing Workforce Participation Rate (WPR) as the only metric of program success and replace with other metrics.

Funding: This change would increase the amount of people who are or remain eligible for the CalWorks program thereby expanding access to the safety net.

Longer-term Policy Solution: *Permanently replace WPR and adopt different metrics rooted in people's lived experience.*

Partners:

- California Department of Social Services (CDSS)
- California Welfare Directors Association (CWDA)
- Administration for Children & Families

Service Providers:

- California Department of Social Services (CDSS)
- Local Workforce Development Boards (WDB)
- Local Community Based Organizations (CBOs)



From Pilots to Policy: Examples in Action: Aging Out Foster Youth

GI Pilot: 70+ former foster youth (ages 21-24) received \$1,000 GI for 18 months to help bridge the gap from foster care to financial independence, while reducing the risk of negative life outcomes.

Funding:

Public: Santa Clara County \$980K investment;

Private: Silicon Valley Community Foundation (SVCF)

Service Providers:

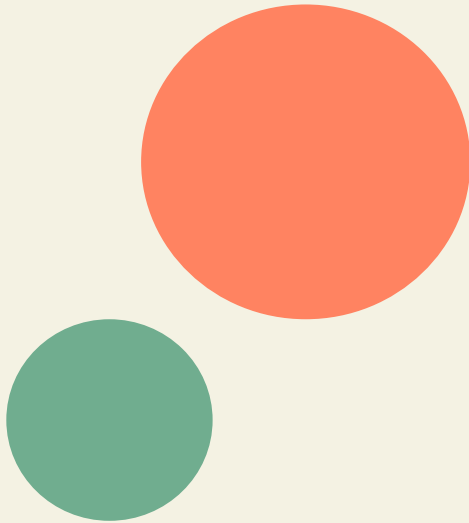
- Department of Family and Children's Services (DFCS);
- County's Office of the County Executive (CEO) and Office of Research & Evaluation (ORE),
- MyPath (CBO) – financial coaching

Pilot Outcomes: *Youth major strides toward financial self-sufficiency, including by pursuing college or career training and pay rent without going hungry or losing stable housing.*

Long-Term Policy Solutions:

- **Current: Foster Youth Tax Credit (FYTC):** Est. in 2022 for current or former foster youth individuals 18 to 25 & who were in the foster program at the age of 13 or older, and qualify for CalEITC. FYTC is \$1,117 pp or up to \$2,234 pp for 2023.
- **State Bill Proposed: Cal SOAR (SB 333):** GI for high-school seniors at risk of homelessness. (Senator Cortese)
- **National Bill Proposed:** GI for Foster Youth Act (Congressman David Garcia + Congresswoman Ilhan Omar)

Opportunities for Strategic Investments



Advancing the Movement

- Advance narrative change efforts by supporting building messengers (storytellers + 3rd party validators)
- Research funding streams (post ARPA) for longer-term sustainability
- Ongoing support building the field