



In California, we believe in giving everyone – Black, Latino, Native American, Asian American or Pacific Islander, White, any gender – an equal shot at fair wages, good jobs and quality schools. But the truth is that many people in our communities are currently discriminated against in getting state contracts, employment, pay, and educational opportunities based on who they are or where they come from. Prop 16 would change all of that – it's the systemic change we need to end discrimination as we know it.

## The Equal Opportunity Ban: A Past That Divides Us

California banned equal opportunity programs like affirmative action in 1996 when Republican Governor Pete Wilson and his allies continued to use race as a political wedge and spearheaded the passage of Proposition 209. Since then, the State of California has denied Latinos, Asian Americans and Pacific Islanders, Native Americans, Black Californians, and women valuable opportunities that are proven to reduce discrimination in our schools, workplaces, and communities. These days women, and women of color in particular, are on the front lines of the COVID-19 response, and contributing leadership in every field, yet White men are overrepresented in positions where money is made and power is exercised.



### The ban on equal opportunity programs is hurting Californians in many other ways too:

- Businesses owned by women and people of color lose \$1.1 billion annually in government contracts
- The number of women and Latinos employed by the State of California decreased significantly relative to population growth
- Women still earn only 80 cents for every dollar a man earns on average, and women of color and single moms make less than 60 cents on the dollar for the same work as their White male counterparts
- Black and Latino students admitted to the University of California decreased between 12 and 60 percent depending on the University's location
- Asian American and Pacific Islander admission rates to the University of California have declined

### How does Prop 16 impact tech?

- Major tech companies' own reports acknowledge the industry is overwhelmingly white and male. By ensuring women and people of color have equal access to higher education, Proposition 16 will diversify the pool of students in the STEM field, and expand a pipeline for diverse STEM professionals that we are sorely lacking today.
- Prop 16 will ensure women and people of color have equal access to promotions – paving the way for diverse generations of CEOs and industry leaders who can together represent the diversity of our communities.
- Right now, California is missing out on a nationwide boom of women business owners – who, studies show, create companies and jobs at a higher-than-average rate. By ensuring women business owners have equal access to lucrative government contracts, Prop 16 will empower new generations of dynamic women leaders to drive our tech sector forward.

# We can stand up for our progressive values by passing Proposition 16 and restoring equal opportunity.

## A simple solution to end discrimination as we know it.

Proposition 16 creates equal opportunities for every California community by:

- » **Helping to end wage discrimination against women**, especially women of color – which will help close a gender wage gap that only benefits those at the very top
- » **Strengthening resources in K-12 schools** for communities that need it the most, such as STEM education for girls or career mentorship programs for high school students who are English language learners
- » **Ensuring women, especially women of color, have equal access** to promotions and leadership positions in business
- » **Standing up for working women and people of color**, many of whom are on the front lines of COVID-19, and are the first targeted for layoffs
- » **Ensuring all California students have equal access to higher education** – undergraduate and beyond – so they can build the careers of their dreams, and serve our communities for years to come

Find out more at  
[voteyesonprop16.org!](https://voteyesonprop16.org)



**Join the rainbow coalition behind Proposition 16:** Senator Kamala Harris, Senator Dianne Feinstein, Rep. Maxine Waters, Rep. Karen Bass, Rep. Barbara Lee, Alicia Garza, Dr. Bernice A. King, Dolores Huerta, Patrisse Cullors, Rep. Ted Lieu, Rep. Ro Khanna, Governor Gavin Newsom, Secretary of State Alex Padilla, State Controller Betty Yee, State Superintendent of Public Instruction Tony Thurmond, Los Angeles Mayor Eric Garcetti, San Francisco Mayor London Breed, Asm. Shirley Weber, Asm. Lorena Gonzalez, Asm. Miguel Santiago, Long Beach Mayor Robert Garcia, State Board of Equalization Member Malia Cohen, Black Chamber of Commerce, Los Angeles Chamber of Commerce, California National Organization for Women, Asian Law Caucus, Dolores Huerta Foundation, AFSCME California, SEIU California, UAW Local 2865, California Teachers Association, MALDEF, Equality California, Chinese for Affirmative Action, Equal Justice Society, The Education Trust-West

 **Vote YES on Proposition 16 on November 3!**

Ad paid for by Yes on Prop. 16, Opportunity for All Coalition, sponsored by civil rights organizations  
Committee major funding from  
M. Quinn Delaney  
Elizabeth Cabraser  
California Works: Senator Toni Atkins Ballot Measure Committee  
Funding Details at [www.fppc.ca.gov](http://www.fppc.ca.gov)