



FOR IMMEDIATE RELEASE

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San Diegans Support Two Tax Ballot Measures

Majority support for two ballot measures aimed at generating revenue to fund the City of San Diego's infrastructure and stormwater improvements.

San Diego, 2024—Climate Action Campaign and San Diego Coastkeeper release new poll results revealing that the majority of San Diego voters support two proposed taxes on the upcoming November ballot. Polling results came amidst California's 'thousand-year' storms, which left more than 1,000 San Diegans displaced and over 500 homes and businesses destroyed.

“Our communities are shouldering the weight of continued underinvestment and budget deficiencies. With a long call sheet of unanswered requests, San Diegans recognize the need to invest in infrastructure of all kinds, and are willing to put money into their community.” — Nicole Capretz, Chief Executive Officer at Climate Action Campaign.

507 likely voters across the City of San Diego were surveyed, with voter demographics spanning party lines, age, education, gender, and race. The poll gauged public opinion on two upcoming ballot measures to fund key stormwater and infrastructure projects.

In response to recent storms, Measure A seeks to protect vulnerable San Diegans against flood impacts and improve water quality by establishing a parcel tax on impermeable land. Measure B aims to repair neighborhood streets and sidewalks, update police, paramedic, and 9-1-1 equipment and facilities, improve parks and library facilities, and improve general city services and infrastructure through a sales tax.

Key findings from the poll include:

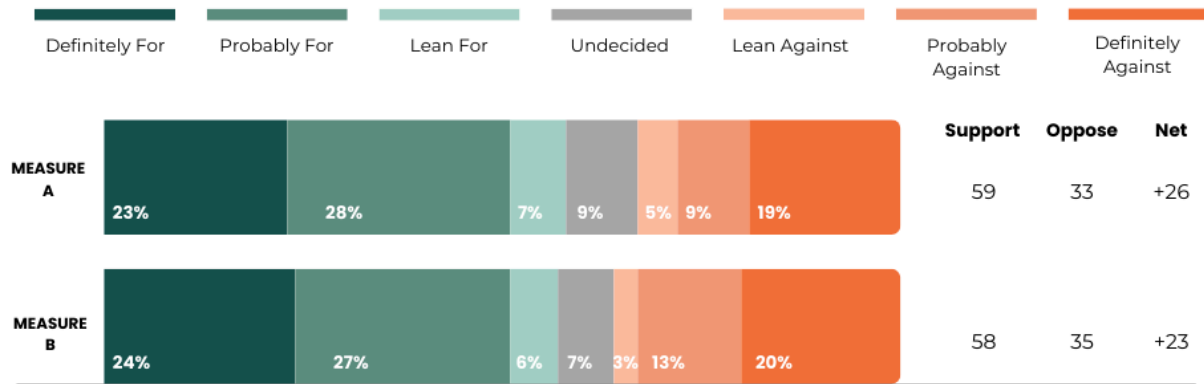
- 59% of respondents are likely to support a parcel tax on impermeable land to fund water quality and stormwater improvements.
- 58% of respondents are likely to support a one-cent sales tax to generate revenue to improve critical city services.



- The number of voters confident in the direction of the City of San Diego decreased between January and February.

San Diegans Support Ballot Measures Funding Infrastructure Improvements

If the election was today, would you say you would vote for or against Measure A/B? And, would you say you would definitely vote (for/against) Measure A/B, or just probably? If you had to choose today, would you lean toward (for/against)?



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Measure A: Shall an ordinance protecting life and property from flood; improving/protecting water quality; capturing rain/stormwater to increase safe drinking water supplies and prepare for future drought; protecting public health and marine life by reducing pollution, trash, toxins/plastics entering San Diego waterways/bays/beaches; establishing a parcel tax of 2.5¢ per square foot of impermeable area, exempting low-income seniors, raising approximately \$___ annually until ended by voters, requiring independent audits, oversight and local control be adopted?

Measure B: To repair neighborhood streets and sidewalks, update police, paramedic and 9-1-1 equipment and facilities, improve parks and library facilities, and general city services and infrastructure shall the City of San Diego adopt an ordinance enacting a one cent sales tax, generating an estimated four hundred million dollars per year, requiring citizen oversight and independent audits?

“After the devastation left by January’s storms, it’s no surprise that residents of San Diegans are tired of underinvestment and are committed to investing in resilient communities. The results are clear: budget constraints shouldn’t compromise our health and safety, and residents want action.” — Corinna Contreras, Climate Action Campaign Policy Advocate.

“Climate impacts remain one of the largest threats to our health and well-being, and we’re in a race against the clock to protect vulnerable communities. The November election offers a critical opportunity to push policies that reflect this urgency.” - Ali Mariko Dressel, Climate Action Campaign Policy Advocate.



While the majority of San Diegans support both ballot measures, poll results show support falling short of the 66% threshold. The state is proposing reducing the supermajority requirement to 55% for local taxes to fund public infrastructure. This would allow relevant measures, including measures A and B, on the 2024 November ballot to pass with a 55% majority.

This survey reflects our commitment to uplifting community voices and prioritizing community needs.

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About Climate Action Campaign

Climate Action Campaign is the leading climate watchdog in San Diego and Orange County.

Our mission is simple: **create a zero carbon future** through effective and equitable policy action. For more information, please visit www.climateactioncampaign.org