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Contact: Izzy Hall

Phone: (619) 234-6423

Email: press@sdcta.org

Taxpayers Association Unveils Comprehensive Guide to Local Tax Measures

Watchdog wants to ensure public dollars go to effective and efficient use

San Diego, CA (August 2, 2024) – The San Diego County Taxpayers Association® has released their completed ballot guide after extensive municipal reviews, in-depth policy analysis, and thorough discussions on each measure's impact on taxpayer costs and benefits. Across San Diego County, the Taxpayers Association has reviewed various tax and school bond measures, emphasizing the need for good management and fiscal responsibility.

The San Diego County Taxpayers Association (SDCTA) opposes the City of San Diego's proposed one cent sales tax due to concerns about fiscal responsibility and the city's past failures in managing essential services and city improvements. This opposition is in contrast to SDCTA's support for sales tax measures like in Chula Vista, Escondido, and La Mesa. Each of these cities demonstrated need, long-term plans, and most importantly, integrated sunset clauses so that taxpayers have a chance to decide if they have delivered on their promises and if their trust has been earned.

Mike McLaughlin, Chairman of the Board of Directors at SDCTA, stated, "The City of San Diego has repeatedly demonstrated poor management in water services, real estate, and homelessness. Why should taxpayers trust them to efficiently use the funds they expect to collect from San Diego residents?"

The full listing of tax proposals for cities and the county:

Support

- Escondido Sales Tax
- San Marcos Sales Tax
- Encinitas Sales Tax
- Oceanside Measure X Extension
- Lemon Grove General Revenue Tax
- El Cajon Prop J Extension

Oppose

- City of SD General Sales Tax
- National City Parcel Tax
- Santee Sales Tax
- (County-wide Sales Tax called "Let's Go SD")

In education, the Association emphasized the need for spending transparency and accountability in school district planning and execution. Analysts examined past performance and overall management practices. In many areas, the Association noted that several districts might be too small to succeed and without sufficient scale to deliver public goods effectively.

In South County, the Association struggled to support several bonds due to misleading ballot language and management failures. The Association opposes Chula Vista Elementray's bond due to previously allocated housing funds, raising concerns about adding another burden on taxpayers for similar purposes. South Bay's proposal includes a housing plan but lacks details. They've also exceeded their bonding capacity, so there's no guarantee they'll get approval for the additional funds.



Complete List of School Bond Positions

Support

- Cajon Valley Union School District
- Ramona Unified School District
- Santee School District
- Valley Center-Pauma Unified School District
- Alpine Union School District
- Bonsall Unified School District
- San Marcos Union School District
- San Diego Community College District
- Encinitas Union School District
- Southwestern Community College District

Oppose

- Chula Vista Elementary School District
- Dehesa School District
- Lemon Grove School District
- South Bay Union School District
- Sweetwater Union High School District
- Mountain Empire School District

“I am grateful to my team and membership for reviewing twenty nine local tax measures,” said Haney Hong, SDCTA’s president and CEO. “Since Joe and Jane Q Public don’t have the time to go through thousands of pages of policy, programs, and budgets, we do the homework for you to make sure your interests are defended.”

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The San Diego County Taxpayers Association (SDCTA) is a non-profit, non-partisan organization, dedicated to promoting accountable, cost-effective, and efficient government and opposing unnecessary new taxes and fees. For the last 79 years, SDCTA has served as “*San Diego’s Taxpayer Watchdog Group*” by educating the public and helping to save the region’s citizens millions of dollars. Public opinion polls consistently rate SDCTA as the most “influential” and “trusted” public policy institution in San Diego. The membership is led by President & CEO Haney Hong. SDCTA envisions a future where San Diego citizens receive a better return on investment in public assets and services. For more information, please visit www.sdcta.org, [Twitter](#), [Facebook](#) or call 619-234-6423.