



Understanding Measure B.



Get the Facts at
SDFoundation.org/MeasureB

What voters are asking.

Q: Why is Measure B on the November 2026 ballot?

A: Measure B qualified as a citizen-led initiative after gathering enough valid signatures to appear on the ballot.

Q: What would Measure B do?

A: If approved, it would create a dedicated local funding source for essential services and help address the Tijuana River sewage crisis.

Q: What purchases would be taxed?

A: Purchases subject to sales tax include tangible things like electronics and furniture. Most groceries and prescription medicines, rent and utilities aren't subject to sales tax.

Q: How can voters be sure the funding is spent as intended?

A: The measure includes independent oversight, annual audits and public reporting.

Q: What happens if Measure B is approved?

A: The county would collect the half-cent sales tax revenue in a special, dedicated fund for the essential services identified in the measure.

Q: What happens if Measure B is not approved?

A: The half-cent sales tax would not take effect, and dedicated funding for essential services in the measure would not be created.

Q: Where can I learn more?

A: Visit SDFoundation.org/MeasureB for more about Measure B and SDVote.com for official election and voting information.

One-half cent. Five critical needs.

Measure B asks voters to consider a countywide half-cent sales tax for essential services.

Federal funding cuts and changes

\$300M

Estimated budget shortfall for San Diego County

What Measure B proposes

1/2 cent

Countywide sales tax

\$400-\$450M

Estimated annual revenue if approved by voters

60%

Healthcare, childcare, food security & family services

22.5%

Tijuana River sewage crisis response

16%

Public safety, wildfire prevention & crisis response

1.5%

Admin & oversight

Where the revenue would go



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Beyond the numbers

These issues affect people across San Diego County every day. Here's why they matter and what Measure B would fund if voters approve it.

Tijuana River Sewage Crisis



Why it matters

The Tijuana River sewage crisis has lasted for decades. It closes beaches, affects neighborhoods and businesses and creates health concerns.

What it would fund

Projects to capture and treat sewage, improve water quality, restore habitat and remove sediment and trash.

Childcare Access



Why it matters

Affordable child care helps parents work and children learn. But care, especially for infants and toddlers, can be hard to find and afford.

What it would fund

Parent-choice child care vouchers, stipends to help providers recruit and retain staff and early childhood health services.

Affordable Healthcare



Why it matters

Federal health care changes could cause some San Diegans to lose Medi-Cal. More people may then turn to community clinics and other local health programs for care.

What it would fund

In-home care for older adults and people with disabilities, health care for uninsured San Diegans and Medicaid-level services.

Food Security



Why it matters

Grocery costs are rising. Federal changes could also cause tens of thousands of San Diegans to lose food benefits.

What it would fund

Food assistance for families applying for and keeping the benefits they rely on to put food on the table.

Public Safety



Why it matters

When emergencies happen, San Diegans rely on firefighters, law enforcement and other first responders for help.

What it would fund

Fire preparedness, wildfire prevention, law enforcement and 9-1-1 emergency communications.



Community Partners



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A nonpartisan voter guide from San Diego Foundation
in collaboration with community partners.