

LET'S GO!

SAN DIEGO

YES For Traffic Relief. Transit. Jobs.

LetsGoSD.org

Qualified for November Ballot

**Sales tax measure to fund transportation infrastructure
qualifies for November 2024 ballot**



**Half-cent sales tax measure qualifies for
San Diego County ballot**

**Transit-oriented sales-tax hike qualifies for San Diego
County ballot in November**

The San Diego
Union-Tribune

The Basics

Transportation, Infrastructure & Safety Projects Initiative

\$350m annually, no sunset – possibly doubled by State & Federal match

Special Dedicated County Fund, Oversight + Disclosures

Citizens' Initiative – 50% Approval - November 2024

Business, Labor & Environmental Coalition

\$2.1+ Million Raised To Date



The Vision



**Upgrade Existing
Transit Lines**



Fix Potholes



Faster, More Efficient Highways



Clean Up Storm Water



Put People to Work



Climate Resilient Infrastructure

Key Projects

Moving Rail Line off the Bluffs

Airport Connector

Purple line from South County to Kearny Mesa

Underground stormwater infrastructure and road/grade separation improvements

Highway improvements on 56, 76, 78, 94, 125, 67 and I -5, I8, I-15, I-805

Bridge Safety Repair & Retrofit

Pothole repair and other vital road, highway and transit improvements



Winning The Campaign

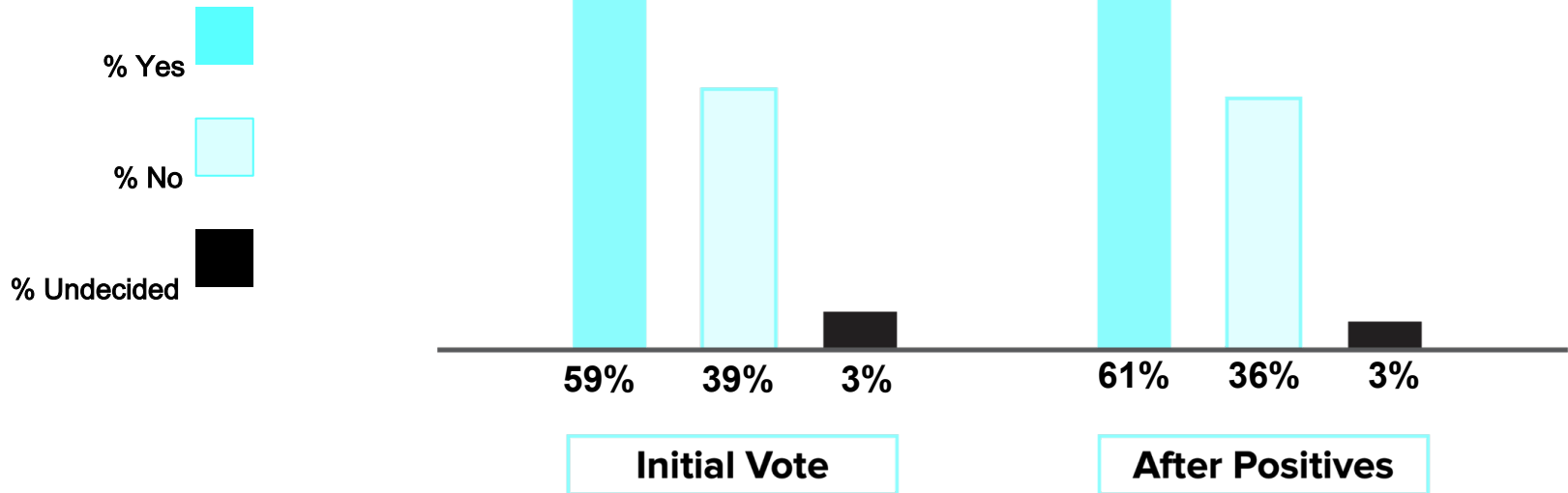
Strong Polling and Messaging

Broad, Diverse Countywide Coalition

Effective Advertising and Communications

San Diego County Voters Want Action

Polling Continues to Show Strong Support

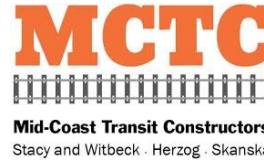


The Coalition



FLATIRON

HNTB



Mid-Coast Transit Constructors
Stacy and Witbeck · Herzog · Skanska



AECOM



SAN DIEGO COUNTY'S
BUILDING TRADES UNIONS

Value on Display. Every Day.



airbnb



SAN DIEGO
LABOR,
ENVIRONMENTAL &
COMMUNITY COALITION



CIRCULATE
SAN DIEGO



San Ysidro
CHAMBER OF COMMERCE
Established 1923

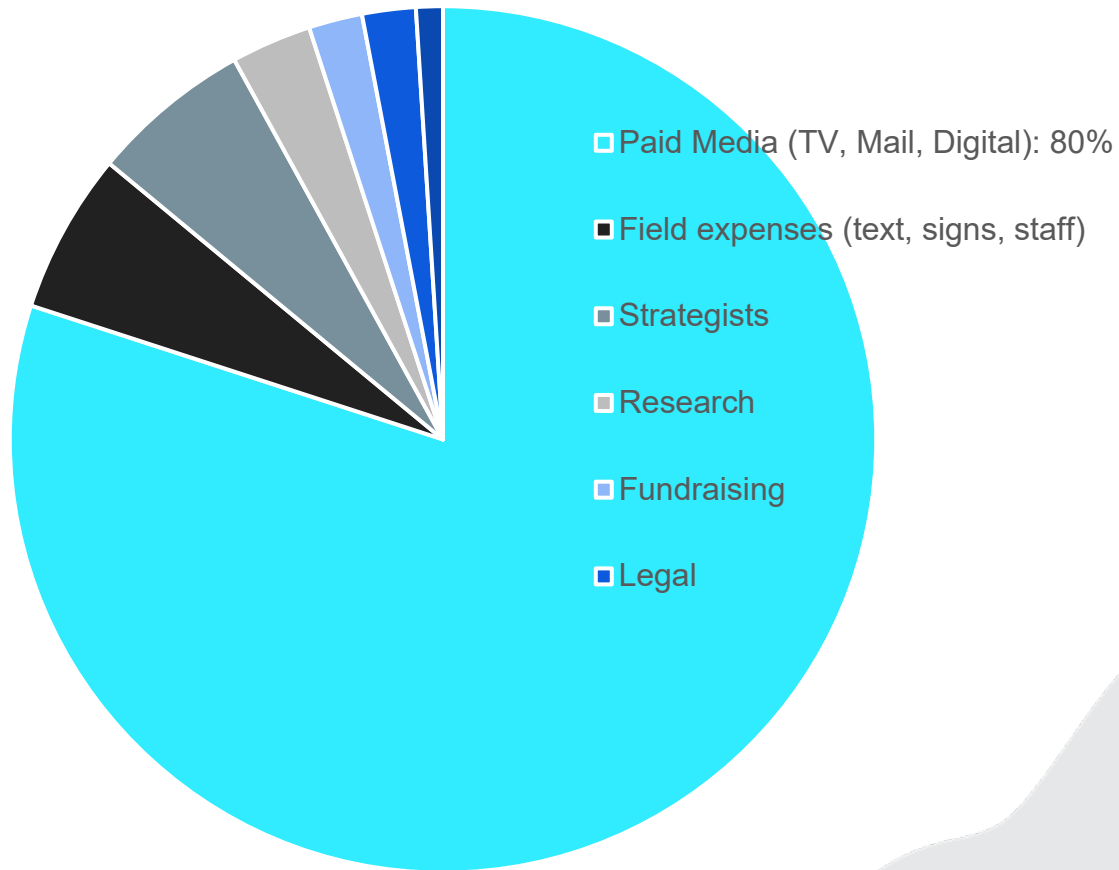


New endorsements added
regularly at LetsGoSD.org



LET'S GO!
SAN DIEGO

Projected Campaign Budget: Approx \$4m (excluding signatures)



Donor Tiers

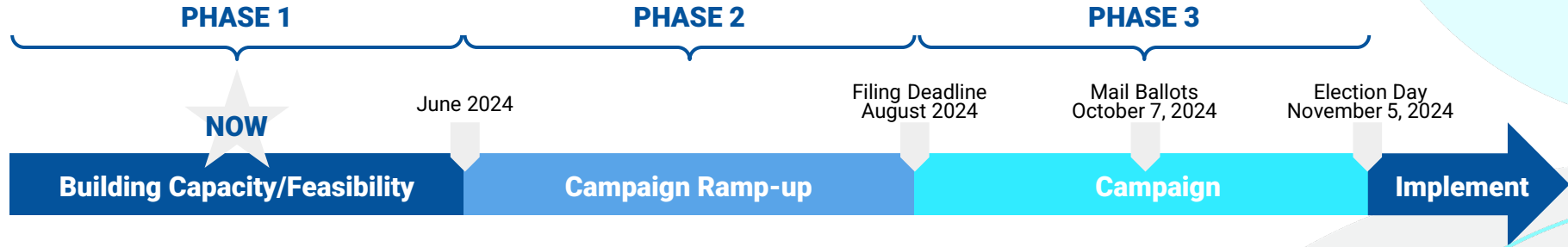
250k- Founder (included on weekly strategy calls)

100K- Sponsor (invited to monthly campaign briefing calls)

50K- Stakeholder (featured on website, invited to major campaign events- kickoff, victory party, etc.)

25K- Friend (listed on materials)

TIMELINE



- Establish/Tell the Story
- Community Outreach/Engagement
- Stakeholders/Opinion Leader Work
- Fundraising
- Secure Key Endorsements
- Build Big Tent Coalition
- Develop Campaign Infrastructure

- Continue Endorsements
- Relentless Fundraising
- Continue Coalition Building
- Finalize Our Campaign Team
- Plan Field Campaign
- Host Targeted Events
- Polling/Focus Groups
- Media Planning

- **Execute Campaign Plan**
- Follow campaign schedule
- Meet financial goals & spend resources wisely
- Deploy campaign army strategically and deliberately
- Launch paid media
- Tracking Poll(s)

Let's Go!

LetsGoSD.org

! Endorse

\$ Donate

Organize

Committee Information:

San Diego Alliance for Traffic Relief, Reliable Transit & Jobs
FPPC# 1439981, EIN# 87897407, [W-9](#)

Mail donations to:

555 Capitol Mall, Suite 400, Sacramento CA 95814

Contact:

Gretchen Newsom, IBEW Ninth District, 619-208-4853,
gretchen_newsom@ibew.org

Paid for by San Diego Alliance for Traffic Relief, Reliable Transit & Jobs sponsored by labor organizations and businesses. Ad Committee's Top Funders

Flatiron Construction

Southwest Mountain States Regional Council of Carpenters

International Brotherhood of Electrical Workers Local Union No. 569

