

Stephanie Rojas

From: Thomas Schmiderer
Sent: Wednesday, June 24, 2026 8:34 AM
To: City Clerk
Subject: FW: LETTER SUPPORTING AGENDA ITEM #2 TODAY
Attachments: SOS Final Letter for 2026 Oside Tax Measure.pdf



Thomas Schmiderer
Assistant City Clerk
City of Oceanside

tschmiderer@oceansideca.org
+1 (760) 435-3004
300 N. Coast Highway
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www.oceansideca.org

From: Bob Ashton <bashton@sosoceanside.com>
Sent: Wednesday, June 24, 2026 8:29 AM
To: City Council <Council@oceansideca.org>
Subject: LETTER SUPPORTING AGENDA ITEM #2 TODAY

EXTERNAL MESSAGE: Use caution when opening attachments, clicking links, or responding. When in doubt, please contact CustomerCare@oceansideca.org

Oceanside Leaders & Staff,

Please find a letter of support encouraging proper accountability and approval of the proposed ballot measure to go to a community vote in November 2026.

The proper guidance for spending is essential and critical that these funds are put towards infrastructure and not services. Of the past 8 years of measure X funds (including FY 26-27), over \$60.5M (43%) has been spent on services with only \$80M (57%) on capital projects.

This should not carry forward with this new measure.

Looking forward to this evening's meeting and moving this forward with the right level of rigor and accountability.

All the best,

Bob

Bob Ashton

CEO

Save Oceanside Sand

bashton@sosooceanside.com

(808) 429-1770

"One City - One Beach"



June 24, 2026

Honorable Mayor and Members of the Oceanside City Council
City of Oceanside
300 North Coast Highway
Oceanside, CA 92054

Subject: Support for Infrastructure Sales Tax Measure and Independent Citizens Oversight Committee

Dear Mayor and Councilmembers,

Save Oceanside Sand (SOS) strongly supports placing the proposed one-half cent sales tax measure before Oceanside voters in November 2026. Oceanside urgently needs major investment in critical infrastructure including roads, bridges, coastal infrastructure, beach restoration, fire protection, and public safety facilities. These are visible, essential projects that directly impact public safety, economic vitality, quality of life, and the future resilience of our city.

We especially support the City's recognition that beach restoration and coastal resilience infrastructure are core economic priorities for Oceanside. Our beaches are not amenities, they are economic infrastructure. Healthy beaches drive tourism, support local businesses, protect property values, generate Transient Occupancy Tax revenue, and strengthen the local economy that helps fund city services across Oceanside.

Investments in beach restoration and coastal resilience projects such as Oceanside's RE:BEACH Pilot Project provide one of the highest returns on investment available to the city. Restoring Oceanside's beaches protects existing infrastructure while generating long-term economic activity that benefits the entire community.

With an estimated 25 million visitor days annually, the beach supports over \$2.5 billion in annual spending, sustaining jobs, local businesses, and municipal revenues across Oceanside's tourism, retail, and hospitality sectors.

SOS strongly supports prioritizing Measure “_” funding toward:

- Fire and emergency response infrastructure
- Beach restoration and coastal resilience
- Road repair and maintenance
- Public safety facilities
- Protection of critical coastal infrastructure (Pier view Bridge)

However, we feel equally strongly that Measure “_” must remain separate and distinct from Measure X in both spending oversight and governance.



This measure is being presented to voters as a focused infrastructure measure. It should therefore have its own independent Citizens Oversight Committee focused solely on infrastructure investments and capital projects.

Using the existing Measure X oversight structure risks blurring the purpose of the measure and weakening public confidence in how funds will be spent. Voters are far more likely to support this measure when there is clear accountability that revenues will be used specifically for infrastructure improvements voters can see and experience directly.

A separate oversight committee will provide:

- Clear accountability for Measure Y spending
- Greater transparency and voter trust
- Focused oversight of infrastructure investments
- Stronger public confidence heading into November

SOS also strongly supports appointing a representative from Save Oceanside Sand on the Measure “_” Citizens Oversight Committee. Coastal restoration and beach resilience projects are expected to be among the most economically impactful investments funded through this measure. Having direct coastal expertise and community representation on the committee will strengthen public accountability and improve long-term project success.

We believe focused infrastructure funding, independent oversight, and clear accountability are essential to securing both City Council approval and voter support in November.

Thank you for your leadership and consideration.

Sincerely,

Bob Ashton

Bob Ashton

CEO

Save Oceanside Sand (SOS)

Copy to: SOS Board

Jericho Moulder

From: Thomas Schmiderer
Sent: Tuesday, June 23, 2026 12:07 PM
To: City Clerk
Subject: FW: No to Measure X



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From: David Wittenborn <dgwittenborn@gmail.com>
Sent: Tuesday, June 23, 2026 11:50 AM
To: City Council <council@oceansideca.org>
Subject: No to Measure X

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Oceanside City Representatives:

Sales taxes are among the most regressive types of tax revenues. They disproportionately tax those with the least ability to pay.

Opposition to this tax proposal must be separated from the important and necessary projects the half-cent sales tax is intended to fund. Other less regressive taxes, such as short-term rental tax, Luxury Hotel tax, Marina use tax, increases to parking lot fees are less regressive forms of taxation.

Thank You,

David Wittenborn
809 N. Tremont St.
Oceanside, CA

Jericho Moulder

From: Thomas Schmiderer
Sent: Wednesday, June 24, 2026 11:02 AM
To: City Clerk
Subject: FW: NO on sales tax hike

-----Original Message-----

From: erenmateo2023@icloud.com <erenmateo2023@icloud.com>
Sent: Tuesday, June 23, 2026 7:03 PM
To: City Council <Council@oceansideca.org>
Subject: NO on sales tax hike

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NO is NO

Stephanie Rojas

From: Thomas Schmiderer
Sent: Wednesday, June 24, 2026 11:02 AM
To: City Clerk
Subject: FW: NO on sales tax hike

-----Original Message-----

From: erenmateo2023@icloud.com <erenmateo2023@icloud.com>
Sent: Tuesday, June 23, 2026 7:03 PM
To: City Council <Council@oceansideca.org>
Subject: NO on sales tax hike

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NO is NO

Stephanie Rojas

From: Thomas Schmiderer
Sent: Wednesday, June 24, 2026 11:01 AM
To: City Clerk
Subject: FW: Agenda #2- YES on Sales Tax Support



Thomas Schmiderer
Assistant City Clerk
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From: Jane Marshall <jmarshall@bps.net>
Sent: Wednesday, June 24, 2026 10:52 AM
To: City Council <Council@oceansideca.org>
Subject: Agenda #2- YES on Sales Tax Support

EXTERNAL MESSAGE: Use caution when opening attachments, clicking links, or responding. When in doubt, please contact CustomerCare@oceansideca.org

Good evening Council,

I have researched this proposed tax measure and highly support it.

The local neighborhood OCNA meeting has had representatives from the city come and explain in detail the benefits and rationale to support urgent needs including REBEACH, the pier, other aged infrastructure and buildings.

The best part of this is that it spreads the tax among residents and visitors - and that is much more fair than a bond that would just burden the residents only!

Please approve this proposed critical tax measure for the Nov ballot.

Sincerely,

Jane Marshall
36 yr Resident

Business Owner
Osider Investor

Jericho Moulder

From: Kevin Ham <kevinjham@gmail.com>
Sent: Tuesday, June 23, 2026 2:36 PM
To: City Clerk
Cc: Michael Gossman
Subject: Oceanside Sales Tax Support - Agenda Item # 2
Attachments: Oceanside Sales Tax Support.pdf

EXTERNAL MESSAGE: Use caution when opening attachments, clicking links, or responding. When in doubt, please contact CustomerCare@oceansideca.org

Dr. Navarro,

Please provide the attached letter regarding support of Agenda Item #2 to the Mayor and Council for the 6/24/26 meeting.

Thank you and have a wonderful day.

Kevin

June 23, 2026

Mayor Sanchez and Members of the Oceanside City Council
City of Oceanside
300 North Coast Highway
Oceanside, CA 92054

RE: Agenda Item #2 - Support for Placing the Temporary One-Half Cent Sales Tax Measure on the November 2026 Ballot

Dear Mayor Sanchez and The Oceanside City Council:

I am writing in support of placing the proposed temporary one-half cent sales tax measure before Oceanside voters in November 2026.

As Oceanside continues to grow, our community faces significant infrastructure and public safety challenges that cannot be addressed through existing funding sources alone. The staff report identifies critical needs including a permanent Fire Station #8, rehabilitation and replacement of the Pier Bridge and associated public safety facilities, roadway improvements, coastal resiliency projects such as RE:BEACH Oceanside, and a modern Police Headquarters. These are not optional projects—they are essential investments in the long-term safety, economic vitality, and quality of life of our community.

Not addressing these projects now will only cost the City more in the future due to further degradation of public property, legal costs due to substandard and hazardous facilities, and additional and yet unseen future requirements.

I appreciate that the proposed measure includes a ten-year sunset, independent audits, annual reporting, and citizen oversight. These accountability measures help ensure that taxpayers can see how funds are being spent and evaluate whether the City is delivering on its commitments.

The proposal also recognizes that a substantial portion of sales tax revenue is generated by visitors and non-residents, helping distribute the cost of maintaining the infrastructure and public amenities that serve both residents and tourists. At the same time, necessities such as groceries and prescription medications remain exempt from sales tax.

Most importantly, placing the measure on the ballot does not raise taxes by itself—it allows Oceanside voters to decide whether these investments are priorities for the future of our city. Given the magnitude of the infrastructure funding gaps, I believe voters deserve the opportunity to consider this measure and determine whether they support this locally controlled funding source.

Oceanside has made significant progress over the past decade, but maintaining and improving our public facilities, roads, beaches, and public safety infrastructure requires continued investment. I respectfully encourage the City Council to place this measure before the voters and allow the community to vote on how to protect our community and its precious resources.

Thank you for your service and your continued commitment to Oceanside.

Sincerely,

Kevin Ham
Oceanside Resident

Stephanie Rojas

From: Thomas Schmiderer
Sent: Wednesday, June 24, 2026 11:02 AM
To: City Clerk
Subject: FW: Sales Tax Item June 24 #2



Thomas Schmiderer
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From: N Scott <deannie.scott@gmail.com>
Sent: Wednesday, June 24, 2026 10:29 AM
To: City Council <council@oceansideca.org>
Subject: Sales Tax Item June 24 #2

EXTERNAL MESSAGE: Use caution when opening attachments, clicking links, or responding. When in doubt, please contact CustomerCare@oceansideca.org

To whom it may concern:

I absolutely will not support another sales tax increase. It's pretty shady that you shoe-horned this item between the very well publicized General Plan Update an SB79. Did you think people wouldn't notice? People are struggling to get by in case you haven't read about it. Plus there will be several OTHER revenue raising/tax increases on the November ballot as well including a couple from the County of San Diego. By the time Oceanside voters get to this item on the ballot it's certain to be a NO.

Do you really think people believe the police and fire need new buildings to continue to serve the city well? Or that this tax will remedy the problems that you say require over \$250million for starters? I also object to the misleading 'survey' mailer. It touted all kinds of wonderful things with lovely full color pictures and graphics. Most people I know threw them away or vehemently objected with "no new taxes" written on their responses. I'd like to see the surveys, how many likely voters were contact (that is the only way to validate this type of survey at a minimum) and how many actually returned the survey. This item DOES NOT BELONG ON A SPECIAL MEETING AGENDA that has been widely touted as a General Plan Update. This item should be agendized at a regular meeting with lots of publicity. Or don't you want to hear from the public?

There has been a sharp drop according to recent studies in support for more taxes. You can read about that in CalMatters if you're so inclined.

And you need to be transparent that this is GENERAL tax and can be spent on anything? If you were honest you would either make this a special tax for some of the items listed But oh no. That would require a 2/3rds vote which you know you cannot get!

And just so you know I enthusiastically voted for the extension of Measure X. BUT HELL NO ON THIS PROPOSAL. ENOUGH IS ENOUGH.

Take this off the agenda, wait until the hotel TOT comes in and is analyzed then hold workshops to see how people react to new taxes in 2028.

Sincerely,
Nadine Scott
550 Hoover St.
Oceanside CA 92054
760-803-6813

Strive for Kindness



Agenda Item Position Slip

City of Oceanside

Submitted On:

Jun 23, 2026, 05:14AM EDT

Email	rachel@supergoodvibes.com
Council Meeting Date	June 24, 2026
Agenda #	2
Subject	(sales) tax increase measure - incorrect data
Position	No Position
Name	First Name: Rachel Last Name: Heussenstamm
Oceanside Resident	Yes
Full Address	Street Address: 117 N Cleveland St Apt 624 City: Oceanside State: CA Zip: 92054
Comments	<p>There seems to be a lack of clarity for this proposal at this time.</p> <p>1. use of funds raised</p> <p>There are no specific use of the funds defined and the expenditures listed in staff report do not match anything the public could have easily found previous to this meeting. The mailed public survey -- which was well designed and printed on lovely paper -- was vague and confusing in actual content. I personally did not fill it out, because it was so vague it felt potentially misleading. And there has been no overall view of the budget with revenues and expenses to show that these additional funds would be needed.</p> <p>2. At times, the case made in the staff report contains mistakes and feels misleading.</p> <p>For example, "The table below demonstrates what the tax rate is in each San Diego County City" only has 14 cities in it. It is missing three incorporated San Diego cities. One of which is our neighbor Carlsbad. All three of these missing cities (Carlsbad, Poway, Santee) look to have NO additional city sales tax according to https://cdtfa.ca.gov/taxes-and-fees/rates.aspx</p> <p>This is starting to feel less like omission through error and more like it is intentionally misleading? A lot of the math in this staff report makes the proposal attractive, but juxtaposed to errors, it all starts to feel questionable. Is this rushed?</p>

SUMMARY:

More information should be shared with the council and public before putting this on the November ballot.



Agenda Item Position Slip

City of Oceanside

Submitted On:

Jun 23, 2026, 02:54PM EDT

Email	russtevenson619@gmail.com
Council Meeting Date	June 24th, 2026
Agenda #	"CONSIDER PLECEMENT OF TEMPORARY ONE-HALF CENT GENERAL TRANSACTIONS AND USE (SALES) TAX MEASURE ON THE NOVEMBER 3, 2026 MUNICIPAL ELECTION BALLOT"
Subject	Special Meeting - Sales Tax Ballot Measure
Position	In Opposition
Name	First Name: Russell Last Name: Stevenson
Full Address	Street Address: Oceanside, CA 92056 City: Oceanside State: CA Zip: 92056
Comments	<p>am submitting this comment in strong opposition to the proposed 1/2 cent sales tax increase being considered for the November 2026 ballot. When Oceanside voters approved the renewal of Measure X in 2024, it was presented as a funding source for critical infrastructure needs such as road resurfacing and beach restoration. However, many residents are still asking where large-scale, visible improvements have been made, while the city is already discussing another tax increase for similar purposes.</p> <p>This creates a serious concern about accountability and priorities. Residents are now being asked to consider additional funding for projects such as beach replenishment and a \$50 million request to repair the pier bridge following the fire. Many in the community question why these costs are being placed on taxpayers rather than alternative funding sources.</p> <p>There is also growing concern about ongoing city spending priorities, including repeated homeless encampment cleanups, while long-term solutions and infrastructure improvements remain incomplete. Many residents feel that existing resources should be better allocated before asking taxpayers for more money.</p> <p>At a time when families are already struggling with rising costs of living, another sales tax increase to approximately 8.75% would place a significant burden on working households in Oceanside. Every family is required to manage a budget, and the city should be held to the same standard of fiscal responsibility before seeking additional revenue.</p> <p>I urge the Council to reconsider this proposal and focus on delivering measurable results within the current budget before asking residents to contribute more.</p>



Agenda Item Position Slip

City of Oceanside

Submitted On:

Jun 23, 2026, 04:28PM EDT

Email	tmudgekin@gmail.com
Council Meeting Date	June 24, 2026
Agenda #	26-1544
Subject	resolution submitting a proposed temporary one-half cent general transactions and use (sales) tax increase measure to the voters at the November 3, 2026 General Municipal Election
Position	In Opposition
Name	First Name: Ted Last Name: Mudge
Oceanside Resident	Yes
Full Address	Street Address: Peacock Blvd Zip: 92056
Comments	We passed Measure X; then we passed the Measure X Extension; then we learned that Measure X funds were being used for purposes that were not included in the initial Measure, thereby short-changing the original proposed uses (the city streets continue to badly deteriorate). This is an all too common occurrence government administration. Before Oceanside becomes a carbon copy of San Diego, we need better fiscal discipline.

Jericho Moulder

From: Thomas Schmiderer
Sent: Wednesday, June 24, 2026 6:12 AM
To: City Clerk
Subject: FW: NO MORE SALES TAX PLEASE



Thomas Schmiderer
Assistant City Clerk
City of Oceanside

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www.oceansideca.org

From: Vickie Tillman <vickietillman97@gmail.com>
Sent: Tuesday, June 23, 2026 5:38 PM
To: City Council <Council@oceansideca.org>
Subject: NO MORE SALES TAX PLEASE

EXTERNAL MESSAGE: Use caution when opening attachments, clicking links, or responding. When in doubt, please contact CustomerCare@oceansideca.org

Honorable Mayor and Councilmembers,

My name is Vickie Tillman, and I am writing from Westwinds Mobile Home Park — a community filled with **seniors, disabled residents, veterans, caregivers, and low-income families** who are barely holding on. I am asking you, with all sincerity and urgency, to **vote NO** on placing another temporary sales tax increase on the November ballot.

I want you to hear this from the heart of the people you serve:

We are breaking. Not struggling — breaking.

Gas is nearly unaffordable. Groceries have doubled. Utilities are rising. Rent is rising. Insurance is rising. Every single part of life costs more. And now the City is considering adding **another tax** on top of the one we already renewed through Measure X.

Residents were told Measure X was enough. We were told it would cover needs. We were told it would last.

So why are we being asked again — before the renewed tax has even begun?

Before you ask us for one more penny, we deserve:

- **A full, transparent accounting** of Measure X spending
- **Proof** that the renewed 2026–2036 revenue is insufficient
- **Evidence** that every internal efficiency has been explored
- **Honesty** about what changed and why

You can't ask struggling families to give more when we don't know where the first tax went.

I want you to picture the people this tax will hit the hardest:

- A senior choosing between medication and groceries
- A disabled resident living on a fixed income that never rises
- A veteran trying to keep their home
- A single mother praying her paycheck stretches
- A family is already skipping meals so their children can eat

These are not hypotheticals. These are my neighbors. These are Oceanside residents. These are the people who vote you into office.

When you raise taxes, even “just a little,” it is not little to us.

It is the difference between:

- Keeping the lights on or sitting in the dark
- Filling a gas tank or missing a doctor's appointment
- Buying fresh food or going without
- Staying in our homes or being pushed out of Oceanside entirely

We are not asking for special treatment. We are asking for **fairness, compassion, and basic dignity**.

Do not ask the poorest residents to carry the heaviest burden.

Do not add one more weight to people already crushed by the cost of living. Do not force seniors and disabled residents to pay for mistakes they did not make.

Oceanside deserves leadership that protects its most vulnerable — not policies that push them further into hardship.

I am asking you, respectfully but firmly:

Stand with the people who cannot afford one more hit. Stand with the seniors. Stand with the disabled. Stand with the low-income families. Stand with Oceanside. Vote NO.

Respectfully, **Vickie Tillman** Oceanside Resident Westwinds Mobile Home Park