NAIOP

SAN DIEGO CHAPTER

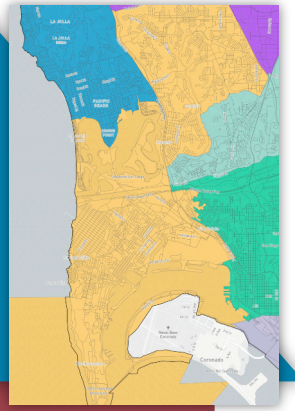
POLITICAL ACTION COMMITTEE

2022 GENERAL ELECTION VOTER GUIDE

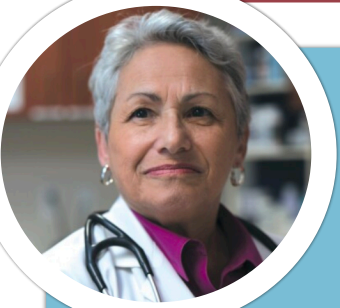
San Diego City Council
District 2

The predominantly coastal District 2 is volatile, as showcased by a competitive Primary that drew on whether dense development in coastal areas should be allowed.

Incumbent Jen Campbell was able to fend off a recall effort launched after she led an effort to remove the caostal height limit in the Midway District. NAIOP SD has supported efforts to re-elect Dr. Campbell. Lukacs, the lone GOP-endorsed candidate, is a dentist with no prior political experience.



Clairemont, Bay Park, Bay Ho, Point Loma, Ocean Beach, Mission Beach



Jennifer Campbell (D)

Top Priorities
1. COVID-19 Recovery
2. Homelessness
3. Crime & Public Safety

Primary Election Result 29.8%

Endorsements

- Hon. Toni Atkins
- Mayor Todd Gloria
- Sup. Nathan Fletcher
- Hon. Scott Peters
- Lorena Gonzalez-Fletcher
- Hon. Sara Jacobs
- BIA San Diego
- The Democratic Party
- Municipal Employee Association
- San Diego Democrats for Equality
- San Diego Labor Council
- LGBTQ Victory Fund
- Equality California
- Chamber of Commerce
- Downtown San Diego Partnership
- Southern California Rental Housing Association
- Southwest Regional Council of Carpenters

Incumbent

Linda Lukacs (R)

Top Priorities
1. Infrastructure
2. Crime & Public Safety
3. Preserve 30 ft. Height Limit

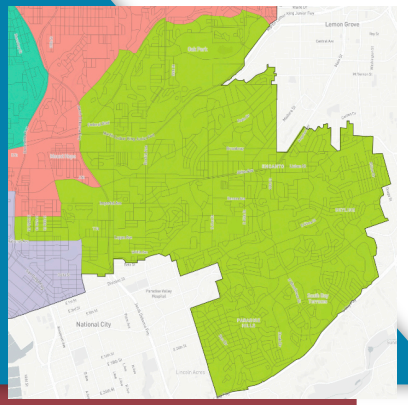
Primary Election Result 25.4%

Endorsements

- The Republican Party
- The Lincoln Club
- Kevin Faulconer
- Lorie Zapf

San Diego City Council
District 4

Montgomery-Steppe has brought in endorsements from organizations on both sides of the aisle. She is immensely popular in the district, having beat out once-incumbent, Myrtle Cole, in her first election. Montgomery-Steppe should cruise to victory this November after receiving a whopping 71% of the vote in the primary.



Chollas View, Lincoln Park, Skyline Hills, Oak Park, Paradise Hills, Encanto, Valencia Park, Mountain View

Monica Montgomery-Steppe (D)

Top Priorities

1. Criminal Justice Reform
2. Neighborhood Services
3. Socio-Economic Advancement

Primary Election Result 71.2%

Endorsements

- Hon. Chris Ward
- Sup. Nathan Fletcher
- Councilmember Sean Elo-Rivera
- Councilmember Vivian Moreno
- Councilmember Marni von-Wilpert
- SEIU Local 221
- Carpenters Local 619
- The Democratic Party
- Municipal Employee Association
- San Diego and Imperial Counties Labor Council
- Martin Luther King. Jr. Democratic Club
- San Diego Progressive Democratic Club
- Sierra Club
- League of Conservation Voters
- Chamber of Commerce
- Downtown San Diego Partnership
- YIMBY Democratic Club
- Climate Defenders Action Fund
- Caifornia Women's List
- BIA San Diego

Incumbent

Gloria Evangelista (Unknown)

Top Priorities

1. Infrastructure
2. Public Safety
3. Fiscal Responsibility

Primary Election Result 21.6%

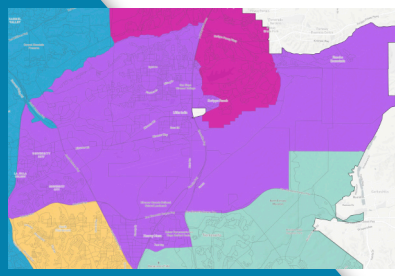
Endorsements

No known endorsements

San Diego City Council
District 6

Kent Lee has strong community roots, having served as Executive Director of the Pacific Arts Movement, a nonprofit media organization showcasing Asian American and Pacific Islander Cinema. While Lee has no prior political experience, he is the front runner in terms of Primary vote count and funds raised. NAIOP San Diego has supported efforts to elect Kent to office.

While Lee is pro-development, his opponent, Hough, is a noted environmental preservationist. Hough previously had the Democratic party's endorsement during a failed race against departing councilmember, Chris Cate (R); however, the Democratic Party has elected to endorse Kent Lee this time around in what may well be the most-watched race of the local cycle.



Scripps Ranch, Mira Mesa, University City, Miramar, Sorrento Valley, and Kearny Mesa

Kent Lee (D)

Top Priorities

1. Neighborhood Services
2. Housing
3. Economic Development

Primary Election Result 40.7%

Endorsements

- San Diego Democratic Party
- Union Tribune
- Planned Parenthood
- Hon. Scott Peters
- Hon. Toni Atkins
- Hon. Chris Ward
- Hon. Tasha Boerner Horvath
- YIMBY Democrats of San Diego County
- Senator Toni Atkins
- Mayor Todd Gloria
- Council President Elo-Rivera
- Councilmember Monica Montgomery-Steppe
- Councilmember Raul Campillo
- Sup. Nathan Fletcher
- Sup. Nora Vargas
- San Diego Building and Construction Trades Council
- San Diego Union Carpenters Local 619
- Chamber of Commerce
- Downtown San Diego Partnership
- Municipal Employees Association
- California Restaurant Association
- The San Diego and Imperial Counties Labor Counci
- IBEW Local 569
- LiUNA Local 89
- SEIU Local 221
- BIA San Diego

Tommy Hough (D)

Top Priorities

1. Neighborhood Services
2. Infrastructure
3. Environmental Preservation

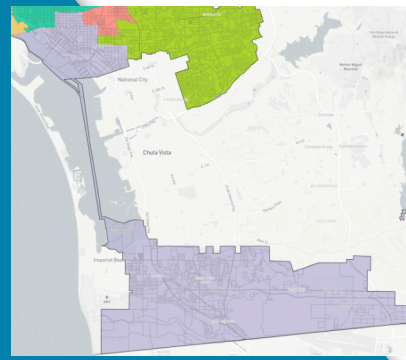
Primary Election Result 37%

Endorsements

- Union Tribune
- Sierra Club
- League of Conservation Voters
- Progressive Democrats of America
- San Diego Progressive Democratic Club
- Paloma Aguirre
- Serge Dedina
- Sup. Terra Lawson-Remer
- Sherri Lightner
- Harri Mathis

San Diego City Council
District 8

This is ultimately a rematch of the 2018 City Council, District 8, race. Moreno, who worked for her predecessor, David Alvarez, beat out Martinez despite the Democratic Party's endorsement of the latter. The Party is now endorsing Moreno who should cruise to victory. Moreno is currently Chair of the City's Land Use and Housing Committee, is supportive of economic development and job creation, and is seen as a community champion for parks and infrastructure.



Logan Heights, Barrio Logan, San Ysidro, Otay Mesa, and Nestor

Vivian Moreno (D)

Top Priorities
1. Housing
2. Equitable Services
3. Infrastructure

Primary Election Result 67.4%

Endorsements

- San Diego Democratic Party
- Union Tribune
- Planned Parenthood
- Hon. Scott Peters
- YIMBY Democrats of San Diego County
- BIA San Diego
- Senator Toni Atkins
- Mayor Mary Salas
- Mayor Alejandra Sotelo-Solis
- Sup. Nathan Fletcher
- Hon. Sara Jacobs
- Hon. Brian Mainschein
- Working Waterfront
- Chamber of Commerce
- Downtown San Diego Partnership
- Southern California Rental Housing Association
- Working Waterfront

Incumbent

Antonio Martinez (D)

Top Priorities
1. Infrastructure
2. Housing
3. Healthy Communities

Primary Election Result 36.6%

Endorsements

- Hon. Juan Vargas

County of San Diego
Sheriff

Sheriff Gore, who is stepping down from his post, appointed Kelly Martinez to Undersheriff. Given her position within the department and establishment support, she has the closest thing to imcumbency and an advantage come November. Hemmerling is a dark horse candidate, a former Republican who is trying to cobble together Republican votes, as well as those disenchnanted by what they perceive to be historical problems within the department."

Countywide

Kelly Martinez (D)

Top Priorities

1. Alternatives to Law Enforcement Response
2. Investments in Jails
3. Public Transparency

Primary Election Result 37.5%

Endorsements

- Congressman Juan Vargas
- Hon. Toni Atkins
- Hon. Nathan Fletcher
- Hon. Nora Vargas
- Hon. Supervisor Terra Lawson-Remer
- Hon. Joel Anderson
- District Attorney Summer Stephan
- San Diego County District Attorney
- San Diego Deputy District Attorneys Association
- San Diego District Attorney Investigator's Association
- Former Sheriff Bill Gore
- Mayor Todd Gloria
- Chula Vista Police Officers Association
- San Diego Police Officer's Association
- Deputy Sheriffs' Association
- Mayor Esther Sanchez
- City of Oceanside
- Former Supervisor Greg Cox
- Former Supervisor and Councilmember Leon Williams
- Cal Fire Firefighters Local 2881
- Associated General Contractors of America
- Southwest Regional Council of Carpenters
- Greater San Diego Association of Realtors
- Chamber of Commerce
- Downtown San Diego Partnership
- California Coalition of Law Enforcement Associations
- California District Attorney Investigator's Association
- Peace Officers Research Association of California
- Chiefs' and Sheriff's Association
- San Diegans Against Crime

John Hemmerling (DTS)

Top Priorities

1. Behavioral Health
2. Violent Crime
3. Personal Carry

Primary Election Result 20.4%

Endorsements

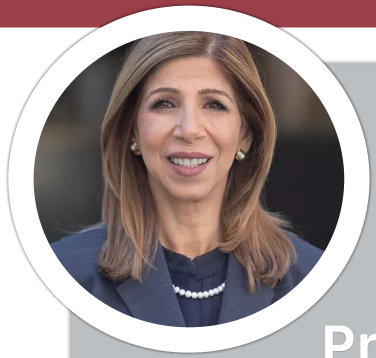
- California Republican Party
- Republican Party of San Diego County
- Deputy City Attorney's Association
- San Diego Asian Americans For Equality
- Latino American Political Association
- East County Chamber of Commerce (primary)
- Kevin Faulconer, former Mayor of San Diego
- Richard Bailey, Mayor of Coronado
- Bill Wells, Mayor of El Cajon
- County Supervisor Joel Anderson
- Chris Cate, San Diego City Councilman
- Jan Goldsmith, former San Diego City Attorney
- Shelley Zimmerman, San Diego Chief of Police (Retired)

County of San Diego

District Attorney

Stephan will be the only candidate on the ballot.

Countywide



Summer Stephan (DTS)

Top Priorities

1. Behavioral Health
2. Violent Crime
3. Personal Carry

Primary Election Result N/A

Endorsements

- San Diego City Firefighters, Local 145
- National Latino Police Officers Association - Advocacy
- Asian Americans for Equality
- San Diegans Against Crime
- San Diego Police Officers Association
- District Attorney Investigator's Association
- District Attorney Investigator's Association
- BIA San Diego
- Deputy Sheriffs' Association
- Hispanic Chamber of Commerce
- San Diego Deputy District Attorneys Association
- CAL FIRE Local 2881
- San Diego Regional Chamber of Commerce
- San Diego East County Chamber of Commerce
- Crime Victims Action Alliance
- Probation Officers Association
- Downtown San Diego Partnership

County of San Diego

Treasurer–Tax Collector

Incumbent Dan McAllister has served as Treasurer for 20 years. His challenger, Greg Hodosevich, is a former Chief Financial Officer and is endorsed by the Democratic Party.

Countywide

Greg Hodosevich (Unknown)

Top Priorities
1. Data-Driven
2. Homelessness
3. Quality of Life

Primary Election Result N/A

Endorsements
Unknown

Dan McAllister (R)

Top Priorities
1. Immigration
2. Public Safety
3. Intellectual Property Rights

Primary Election Result N/A

Endorsements

- Donald Trump
- San Diego Chamber of Commerce
- East County Chamber of Commerce
- San Diego County Deputy Sheriff's Association
- Carpenters Union
- National Rifle Association
- San Diego County Deputy Sheriff's Association
- Carpenters Union
- National Rifle Association
- BIA San Diego

Incumbent

County of San Diego

Assessor-Recorder-Clerk

Some might argue that Marks, the current Deputy Assessor, has been groomed for this role. Marks is well liked on both sides of the aisle, while Bry created controversy by challenging Todd Gloria in the 2020 race for mayor. Marks is running on a platform of making the department more efficient to save taxpayers money, while Bry is running against the department, claiming as an outsider and with her business background she could do a better job.

Countywide

Barbara Bry (D)

Top Priorities

1. Integrate Property Tax Management System
2. Update Website
3. Streamline Access to Certificates

Primary Election Result N/A

Endorsements

- San Diego Democratic Party
- Planned Parenthood
- San Diego Labor Council

Jordan Marks (R)

Top Priorities

1. Taxpayer Advocate
2. Protect Prop. 13
3. Customer Service

Primary Election Result N/A

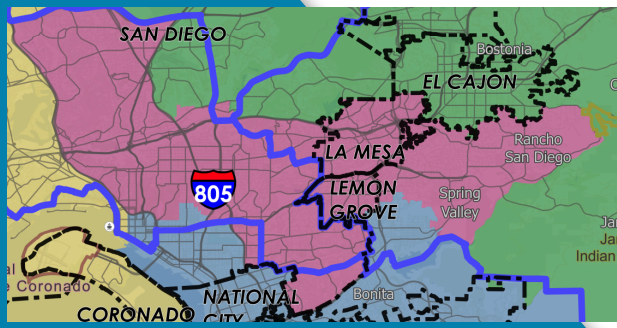
Endorsements

- Deputy Sheriff's Association
- San Diego Firefighters Association
- East County Chamber of Commerce
- San Diego Working Waterfront
- Southwest Carpenters
- Howard Jarvis Taxpayers Association
- San Diego Hispanic Chamber of Commerce
- San Diego Regional Chamber of Commerce
- Building Industry Association
- North San Diego County Realtors
- California Restaurant Association
- Downtown San Diego Partnership
- Latino American Political Association
- San Diego Police Officers Association
- San Diegans Against Crime
- Associate General Contractors
- Associated Builders and Contractors
- Working Waterfront

County Board of Supervisors

District 4

This race comes down to the County's COVID response. Fletcher who has chaired the board of supervisors for the past year is being challenged by the ReOpen San Diego founder who opposes mask and vaccine mandates.



La Mesa, Lemon Grove, a portion of El Cajon, Paradise Hills, Skyline, Oak Park, Ridge View, Balboa Park, Mission Hills, Banker Hill, Hillcrest, Normal Heights Kensington, College Area, Mission Valley, Bay Park, Linda Vista, Clairemont, Kearny Mesa, and Bay Ho

Nathan Fletcher (D)

Top Priorities

1. Behavioral Health
2. Climate Action
3. COVID-19 Recovery

Primary Election Result 62.1%

Endorsements

- San Diego Democratic Party
- Local 145
- Gavin Newsom
- Mayor Todd Gloria
- Labor Council
- San Diego Regional Chamber of Commerce
- National Electrical Contractors Association
- Deputy Sheriffs' Association of San Diego
- San Diegans Agains Crime
- San Diego and Imperial Counties Building Trades Council
- SEIU Local 221
- Public Defender Association
- UNITE HERE Local 30
- IBEW 569
- San Diego County Probation Officers Association
- San Diego Deputy District Attorneys Association
- Sierra Club
- Planned Parenthood Action Fund of the Pacific Southwest
- United Association of Plumbers, Steamfitters & HVAC/R Local 230
- Laborers' International Union Local 89
- San Diego Union Carpenters Local 619
- CAL FIRE Local 2881

Incumbent

Amy Reichert (R)

Top Priorities

1. End State of Emergency
2. Public Safety
3. Make Government Listen

Primary Election Result 28.9%

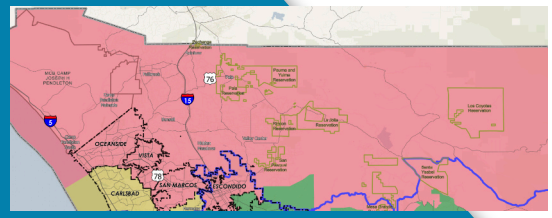
Endorsements

- San Miguel Firefighters Association Local #1434
- Congressman Darrell Issa
- Bill Wells, Mayor of El Cajon
- Richard Bailey, Mayor of Coronado
- San Diego County Republican Party
- Libertarian Party of San Diego County
- California Republican Party
- San Diego County Gun Owners

County Board of Supervisors

District 5

Tiffany Boyd-Hodgson, who owns a science consulting business, is running on an anti-sprawl development platform. Desmond is a retired pilot and former Mayor of San Marcos. He has pushed back against the County's COVID-19 restrictions throughout the last two years.



Borrego Springs, Anza–Borrego State Park, Valley Center, Fallbrook, Vista, San Marcos, Escondido, Oceanside, and Camp Pendleton

Tiffany Boyd-Hodgson (D)

Top Priorities
1. Water Access
2. Environment
3. COVID-19 Recovery

Primary Election Result N/A

Endorsements

- San Diego Democratic Party
- Local 4107 and 1622
- Sierra Club
- Labor Council
- Building Trades Union
- IBEW Local 569
- SEIU Local 221
- Unite Here
- Climate Defenders Action Fund
- YIMBY Dems

Jim Desmond (R)

Top Priorities
1. Behavioral Health
2. Public Safety
3. Fire Safety

Primary Election Result N/A

Endorsements

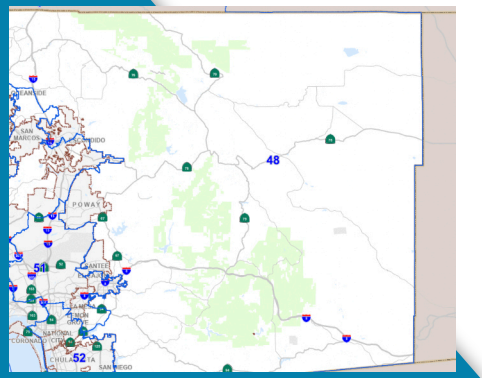
- Republican Party of San Diego
- San Diego County Deputy Sheriff's Association
- Carpenters Union
- National Rifle Association
- Bia San Diego

Incumbent

U.S. House of Representatives

District 48

Issa is expected to be victorious in the conservative district. Democrats are rallying around Houlahan, a registered nurse and former Santee City Councilmember, who until recently had no party preference.



East County from Escondido, Poway, Santee, and Jamul to Imperial County

Stephen Houlahan (D)

Top Priorities

1. Climate Change
2. Affordable Healthcare
3. COVID-19 Recovery

Primary Election Result 28%

Endorsements

- Hon. Alex Padilla
- Hon. Mike Levin
- Hon. Scott Peters
- CA Democratic Party
- Union Tribune
- East County Democratic Club
- San Diego Democrats for Equality
- Poway Democratic Club
- Escondido Democratic Club

Darrell Issa (R)

Top Priorities

1. Immigration
2. Public Safety
3. Intellectual Property Rights

Primary Election Result 61.5%

Endorsements

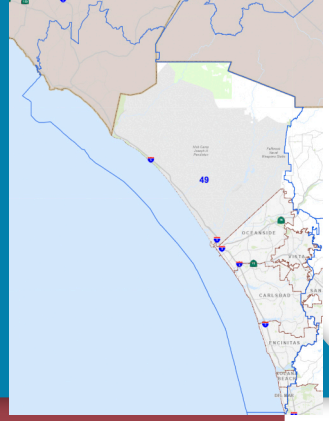
- Donald Trump
- San Diego Chamber of Commerce
- East County Chamber of Commerce
- San Diego County Deputy Sheriff's Association
- Carpenters Union
- National Rifle Association
- San Diego County Deputy Sheriff's Association
- Carpenters Union
- National Rifle Association

Incumbent

U.S. House of Representatives

District 49

The 49th District could be a swing district and will be closely watched heading into November. Levin, an incumbent, is seeking a third two-year term. He is being challenged by businessman/nonprofit executive and former Mayor of San Juan Capistrano, Brian Maryott.



Northwest from Del Mar, through Solana Beach, Encinitas, Carlsbad and Oceanside, north to Orange County

Mike Levin (D)

Top Priorities

1. Climate Change
2. Decommissioning San Onofre
3. Veteran Affairs

Primary Election Result 48.9%

Endorsements

- Equality California
- Human Rights Campaign
- National Association or Realtors
- Planned Parenthood
- San Diego Democrats
- Local 230
- IBEW 569 and 441
- LiUNA 89
- National Union of Healthcare Workers
- Unite Here
- Sierra Club

Incumbent

Brian Maryott (R)

Top Priorities

1. Jobs & Economy
2. Environment
3. Border Security

Primary Election Result 19%

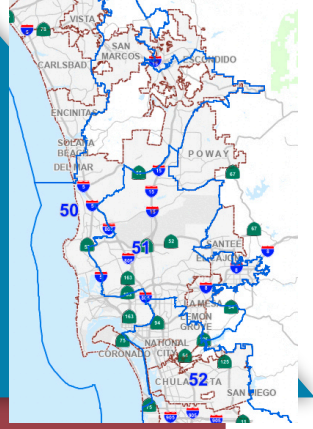
Endorsements

- CA Republican Party
- San Diego Republican Party
- Orange County Republican Party
- Hon. Darrell Issa
- Hon. Marie Waldron
- Lincoln Club
- Sup. Jim Desmond
- Sup. Joel Anderson
- Hon. Brian Jones
- Mayor Matt Hall
- Mayor Judy Ritter
- Mayor Joe Muller
- Hon. Randy Voepel

U.S. House of Representatives

District 50

Local advocacy groups on both sides of the aisle are supporting Peters in what should be a rout. Peters, a business-friendly Democrat, boasted over $2.3 million cash on hand heading into the primary. Gustafson is a business owner/educator.



Stretches North to South from Escondido and San Marcos, through the beach communities, Uptown, and Downtown

Scott Peters (D)

Top Priorities

1. Local Issues
2. Innovation Economy
3. Veteran Affairs

Primary Election Result 52.3%

Endorsements

- Sup. Nathan Fletcher
- Mayor Todd Gloria
- Hon. Susan Davis
- Hon. Juan Vargas
- Hon. Toni Atkins
- Hon. Lynn Schenk
- Hon. Marty Block
- Hon. Christine Kehoe
- Hon Dede alpert
- Hon. Ben Hueso
- President Joe Biden
- President Barack Obama
- President Bill Clinton
- California Labor Federation
- San Diego Democratic Party
- Building Trades Council
- San Diego Municipal Employees Association
- League of Conservation Voters
- California Teachers Association
- Chamber of Commerce
- Downtown San Diego Partnership
- Deputy Sheriffs Association
- International Association of Firefighters
- San Diego Police Officers Association
- Union Tribune
- YIMBY Dems

Incumbent

Corey Gustafson (R)

Top Priorities

1. Inflation
2. Public Safety
3. Job Creation

Primary Election Result 29.9%

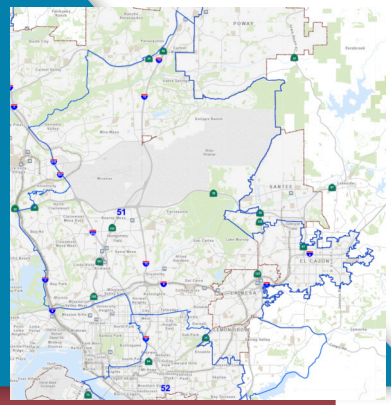
Endorsements

- Republican Party of San Diego
- California Republican Party
- Hon. Darrell Issa
- Carl DeMaio
- Hon. Brian Jones
- Sup. Jim Desmond
- Mayor Richard Bailey

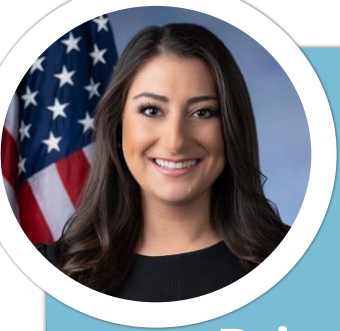
U.S. House of Representatives

District 51

Incumbent Sara Jacobs is the granddaughter of Qualcomm founder Irwin Jacobs. Caplan is a first time candidate and small business owner.



Mira Mesa, Clairemont, Linda Vista, Scripps Ranch, Del Cerro, La Mesa, El Cajon, Mission Valley, College Area, Normal Heights



Sara Jacobs (D)

Top Priorities

1. Women's Right to Choose
2. Gun Control
3. LGBTQ+ Equality

Primary Election Result 60.5%

Endorsements

- Hon. Nancy Pelosi
- Hon. Alex Padilla
- Hon. Mike Levin
- Hon. Shirley Weber
- Hon. Chris Ward
- Governor Gavin Newsom
- Sup. Nora Vargas
- Sup. Lawson-Remer
- Mayor Todd Gloria
- Councilmember Montgomery-Steppe
- Councilmember Vivian Moreno
- Planned Parenthood
- Brady Campaign
- Human Rights Campaign
- Run Women Run
- California Democratic Party
- California Labor Federation
- California Teachers Association
- Carpenters Union
- San Diego Building Trades
- San Diego Labor Council
- East County Chamber of Commerce
- San Diego Democratic Party
- San Diego Union Tribune
- LiUNA Local 89
- IBEW
- YIMBY Democrats

Incumbent

Stan Caplan (R)

Top Priorities

1. Gas Price Reduction
2. Inflation
3. Small Business Support

Primary Election Result 37.2%

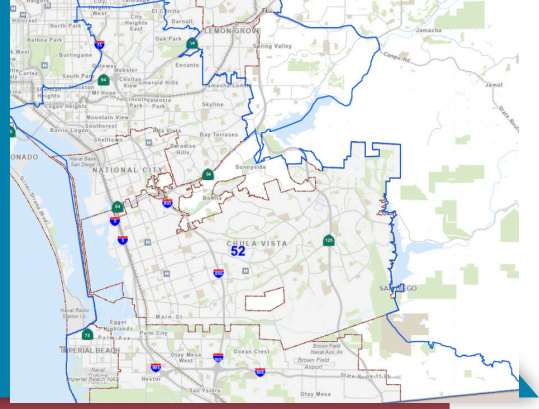
Endorsements

- Republican Party of San Diego
- Deputy Sheriff's Association
- Howard Jarvis Taxpayers Association
- San Diego Asian American for Equality
- California Republican Party
- Reform California
- Carl DeMaio
- Hon. Brian Jones
- Mayor Bill Wells
- Mayor Richard Bailey
- Hon. Darrell Issa
- Sup. Joel Anderson

U.S. House of Representatives

District 52

Like Peters, Vargas is known to be a moderate Democrat with a track record of coalition building. He is expected to be re-elected.



City Heights, Oak Park, Encanto, and Barrio Logan. The district includes the cities of National City, Imperial Beach, and Chula Vista

Juan Vargas (D)

Top Priorities
1. Border Infrastructure
2. Immigration
3. Jobs & Economy

Primary Election Result 60.5%

Endorsements

- AFSCME California
- California Federation of Teachers
- Caifornia Labor Federation
- League of Conservation Voters
- Equality California
- Planned Parenthood
- SEIU
- Sierra Club

Incumbent

Tyler Geffeney (R)

Top Priorities
1. Right to Life
2. Immigration
3. Educational Overhaul

Primary Election Result 37.2%

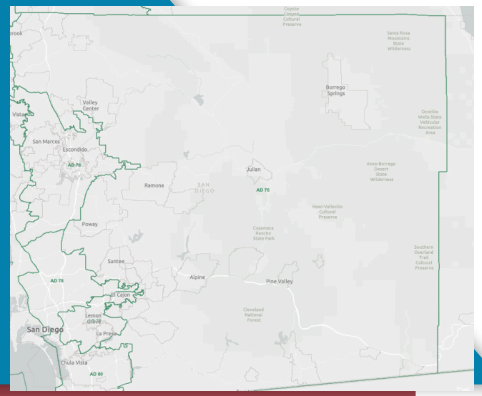
Endorsements

- Republican Party of San Diego
- Patriots for Freedom
- California Republican Party

California State Assembly

District 75

In the newly redrawn 75th Assembly District, two incumbent Republicans will face off. Waldron is the former Republican Assembly leader, as noted by much of the establishment's support. Both candidates have criticized the redistricting process, which forced two incumbent Republicans into the same district.



The district stretches east to Imperial County from the communities and cities of Fallbrook, Rainbow, Bonsall, Valley Center, Lakeside, Poway, Santee, and Jamul

Marie Waldron (R)

Top Priorities

1. Public Safety
2. Lowering Taxes
3. Behavioral Health

Primary Election Result 63.5%

Endorsements

- California Republican Party
- California Association of Highway Patrolmen
- CAL FIRE Local 2881
- San Diego East County Chamber of Commerce
- Republican Party of San Diego County
- Supervisor Jim DesmondPeace Officers Research Association of California (PORAC)
- California Association of Realtors
- Carl DeMaio
- Joe Garcia, Escondido City Councilman
- California Professional Fire Fighters
- California Correctional Peace Officers Association
- California Medical Association
- California Real Estate Political Action Committee

Incumbent

Randy Voepel (R)

Top Priorities

1. Public Safety
2. Cost of Living
3. Homelessness

Primary Election Result 36.5%

Endorsements

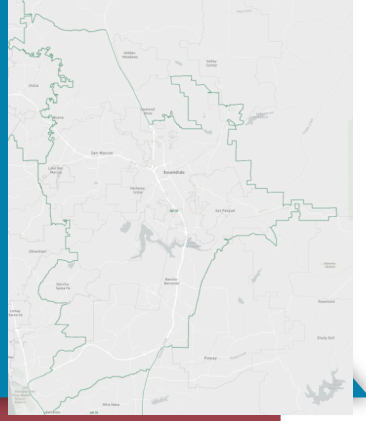
- Senator Brian Jones
- San Diego County Supervisor Joel Anderson
- Santee Mayor John Minto
- Santee City Council Member Rob McNelis
- Santee City Council Member Laura Koval
- Santee City Council Member Dustin Trotter
- El Cajon Mayor Bill Wells
- El Cajon Council Member Steve Goble
- San Diego Deputy Sheriffs' Association
- East County Chamber of Commerce
- Armenian National Committee of America

Incumbent

California State Assembly

District 76

Maienschein is a former republican who switched parties during a previous term. While the newly redrawn district leans slightly republican, the GOP was split between Maienschein's two Primary challengers, Cutter and Bruce-Lane.



Twin Oaks, San Marcos, Escondido, San Pasqual, Rancho Bernardo, Rancho Santa Fe, Fairbanks Ranch, Rancho Penasquitos, and Carmel Valley

Brian Maienschein (D)

Top Priorities

1. Homelessness
2. Public Safety
3. Cost of Living

Primary Election Result 49.9%

Endorsements

- Planned Parenthood
- Deputy Sheriff's Association
- California Association of Highway Patrolmen
- California Professional Firefighters
- California Police Chiefs Association
- California Teachers Association
- Peace Officers Research Association of California
- California Statewide Law Enforcement Association
- Equality California
- California Nurses Association
- United Nurses Association of California
- California Medical Association
- American College of Emergency Physicians-California Chapter

Incumbent

Kristie Bruce-Lane (R)

Top Priorities

1. Cut Taxes
2. Homelessness
3. Nursing Home Reform

Primary Election Result 28.1%

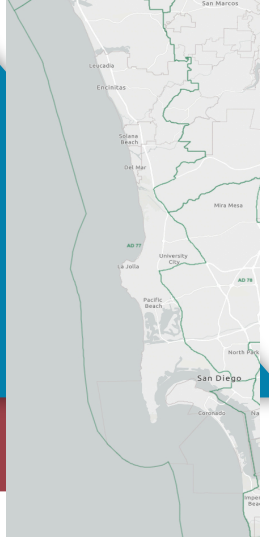
Endorsements

- The California Republican Party
- The Republican Party of San Diego County
- Darrell Issa
- Brian Jones, Senator 38th District
- Ward Connerly, Equal Rights For All PAC
- Patricia Wenskunas, Founder and Chair CrimeSurvivors PAC
- Howard Jarvis Taxpayers Association PAC
- San Diego Asian Americans For Equality
- Latino American Political Association
- Carl DeMaio
- San Diego County Farm Bureau
- Bill Wells, Mayor of El Cajon
- Richard Bailey, Mayor of Coronado
- Joel Anderson, San Diego County Board of Supervisors District 2
- Jim Desmond, San Diego County Board of Supervisors District 5

California State Assembly

District 77

Horvath was running unopposed for several months until Downey joined the race in March.



This coastal district encompasses beach communities from Carlsbad to Downtown

Tasha Boerner-Horvath (D)

Top Priorities

1. Environment
2. Economy
3. Homelessness

Primary Election Result 60.9%

Endorsements

- Mayor Todd Gloria
- Lorena Gonzalez Fletcher
- Carlsbad Councilmember Cori Schumacher
- Del Mar Councilmember Ellie Haviland
- Encinitas Mayor Catherine S. Blakespear
- Escondido Councilmember Olga Diaz
- Imperial Beach Mayor Serge Dedina
- La Mesa Councilmember Colin Parent
- Lemon Grove Mayor Racquel Vasquez
- Downtown San Diego Partnership

Incumbent

Dan Downey (R)

Top Priorities

1. Cost of Living
2. Quality
3. End COVID-19 State of Emergency

Primary Election Result 39.1%

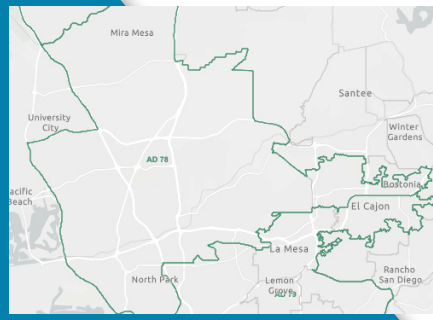
Endorsements

- The Republican Party of San Diego County

California State Assembly

District 78

Ward's priorities revolve around homelessness and housing affordability, as made evident by his introduction of the controversial "Housing Speculation Act," which died in the 2022 legislative session. Gonzales has little support in a democrat-heavy district.



Golden Hill, South Park, Balboa Park, Mission Hills, North Park, University Heights, Normal Heights, Hillcrest, Kensington, College Area, Del Cerro, Allied Gardens
Tierrasanta, Mission Valley, Bay Park, Bay Ho, Clairemont, Serra Mesa, Kearny Mesa, Miramar, El Cajon, and Sorrento Valley

Chris Ward (D)

Top Priorities
1. Homelessness
2. Housing
3. Climate Change

Primary Election Result 68.2%

Endorsements

- California Federation of Teachers
- California Legislative LGBT Caucus
- SEIU California
- Planned Parenthood of CA Action Fund
- California Teachers Association
- California Federation of Teachers
- National Union of Healthcare Workers
- California Environmental Justice Alliance Action (CEJA Action)
- California Legislative LGBT Caucus
- Victory Fund
- SEIU California
- CA Teamsters
- IBEW Local 569
- YIMBY CA
- California Democratic Party
- YIMBY Democrats of San Diego
- San Diego Democrats for Equality
- San Diego County Young Democrats
- Clairemont Democratic Club
- San Diego Democratic Womens Club
- Hon. Anthony Rendon
- Hon. Toni G. Atkins
- Hon. Tasha Boerner Horvath
- Hon. Brian Maienschein
- Lorena Gonzalez
- Hon. Nathan Fletcher
- Hon. Todd Gloria
- Hon. Sean Elo-Rivera
- Hon. Dr. Jennifer Campbell
- Hon. Monica Montgomery Steppe
- Hon. Marni von Wilpert
- Hon. Raul Campillo

Incumbent

Eric Gonzales (R)

Top Priorities
1. Cut Taxes
2. Education
3. Pro-Life

Primary Election Result 31.8%

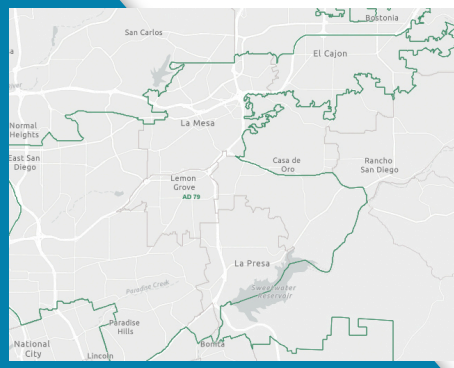
Endorsements

- The California Republican Party
- The Republican Party of San Diego County

California State Assembly

District 79

Dr. Akilah Weber, daughter of former assemblymember and current Secretary of State, Shirley Weber, is running for re-election. Her priorities include criminal justice reform and rectifying in-custody deaths. While Sabol is a first time candidate with little other support.



Portion of El Cajon, La Mesa, Lemon Grove, Spring Valley, Rolando, City Heights, Oak Park, Webster, Mt. Hope, Mountain View, Southcrest, Shelltown, Lincoln Park, Chollas View, Emerald Hills Valencia Park, Skyline, and Paradise Hills

Akilah Weber (D)

Top Priorities

1. Criminal Justice Reform
2. In-Custody Deaths
3. Public Health

Primary Election Result 64.3%

Endorsements

- Senate President Pro Tempore Toni Atkins
- Mayor Alejandra Sotelo-Solis
- Mayor Todd Gloria
- Councilmember Monica Montgomery Steppe
- Councilmember Raul Campillo
- California Democratic Party
- United Domestic Workers of America
- IBEW LOCAL 569
- Martin Luther King, Jr. Democratic Club
- Southwest Regional Council of Carpenters Local 619

Incumbent

Corbin Sabol (R)

Top Priorities

1. Public Safety
2. Homelessness
3. Energy

Primary Election Result 25%

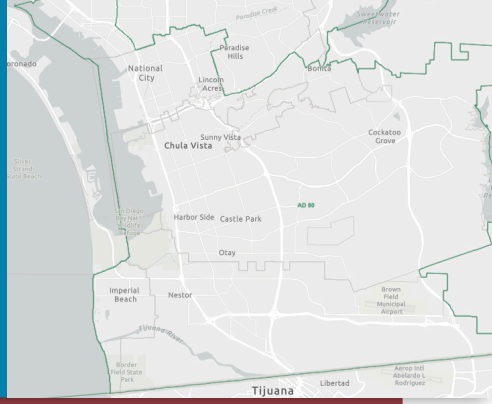
Endorsements

- State of California GOP
- San Diego County Republican Party
- Reform California
- Patriots For Freedom
- The American Council
- Freedom Revival
- Bill Wells, Mayor of El Cajon
- Richard Bailey, Mayor of Coronado

California State Assembly

District 80

As Lorena Gonzalez-Fletcher resigned her seat, a special primary election was held earlier this year to fulfill the remainder of her term. As Alavarez defeated Gomez in June, he enters the race to officially replace Gonzalez-Fletcher as the incumbent. Gomez announced she has ended her campaign bu will still appear on the ballot. NAIOP SD worked to support Alvarez.



National City, Chula Vista, Imperial Beach, Otay Messay, Nestor, and San Ysidro

David Alvarez (D)

Top Priorities
1. Economic Justice
2. Environment
3. Infrastructure

Primary Election Result 31%

Endorsements

- Senate President Pro Tempore Toni Atkins
- Assemblymember Tasha Boerner Horvath
- Assemblymember Akilah Weber
- Assemblymember Chris Ward
- Mary Salas, Mayor of Chula Vista
- Serge Dedina, Mayor of Imperial Beach
- Vivian Moreno, San Diego Councilmember
- Former San Diego County Supervisor Greg Cox
- Southwest Carpenters
- Union Tribune
- San Diego County Medical Society
- National Union of Healthcare Workers
- Deputy Sheriff's Association
- Chula Vista Police Officers Association
- BIA San Diego

Incumbent

Georgette Gomez (D)

Top Priorities
1. Affordable Housing
2. Universal Healthcare
3. Climate

Primary Election Result 36.4%

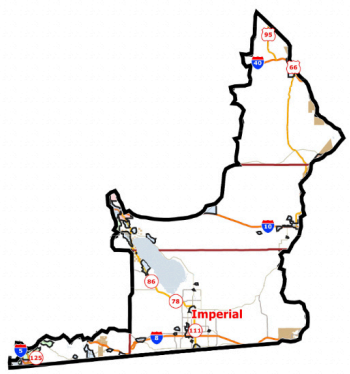
Endorsements

- Todd Gloria
- Lorena Gonzalez
- Nora Vargas
- Nathan Fletcher
- California Democratic Party
- California Nurses Association
- California Labor Federation
- California Federation of Teachers
- Plannes Parenthood Action Fund
- California Professional Firefighters
- Sierra Club California
- SEIU California
- San Diego & Imperial Counties Labor Council
- Laborers' Union Local 89
- San Diego County Building and Construction Trades Council
- Cal Fire Local 2881
- IBEW Local 569

California State Senate

District 18

Padilla currently serves on the Coastal Commission and wants to expand rental assistance and affordable housing incentives. Galicia is a veterans advocate who finds himself battling current Chula Vista City Councilmember Steve Padilla. Galicia owns a plumbing business and is running off a platform to dial back government mandates and labor-friendly requirements.



The 18th covers large portions of Riverside and Imperial counties, before stretching to the southwest to encompass Chula Vista, Imperial Beach, and National City

Steve Padilla (D)

Top Priorities

1. Smart Growth
2. Education
3. Public Safety

Primary Election Result 61%

Endorsements

- California Democratic Party
- California Labor Federation
- California Teachers Association
- Planned Parenthood
- Hon. Juan Vargas
- Hon. Ben Hueso
- Hon. Nathan Fletcher
- Lorena Gonzalez
- Hon. Tomás Oliva
- Hon. Todd Gloria
- Hon. Alejandra Sotelo-Solis
- Hon. Chris Ward
- Hon. Mary Salas

Alejandro Galicia (R)

Top Priorities

1. Public Safety
2. Fuel Prices
3. Housing Affordability

Primary Election Result 39%

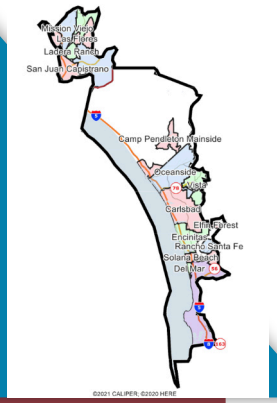
Endorsements

- San Diego County Republican Party

California State Senate

District 38

The race for District 38 should be tight as Blakespear, Mayor of Encinitas, squares off against small business owner, Matt Gunderson. San Diego accounts for approximately 71% of the newly redrawn district, giving Blakespear the edge; though, Gunderson brought in more votes in the primary.



The 38th stretches from Orange County, down to the southwest, including Camp Pendleton, Oceanside, Vista, Carlsbad, Encinitas, Solana Beach, Del Mar, and the coastal cities of San Diego, including La Jolla, Pacific Beach, Mission Bay, Bay Park, Bay Ho, Carmel Valley, Rancho Santa Fe, and Fairbanks Ranch.

Catherine Blakespear (D)

Top Priorities

1. Gun Safety
2. Small Business Support
3. Climate Change

Primary Election Result 43%

Endorsements

- California Democratic Party
- San Diego County Democratic Party
- California Federation of Labor
- San Diego and Imperial Counties Labor Council
- San Diego County Building Trades Council
- Orange County Labor Federation
- AFSCME California
- California Nurses Association
- California Federation of Teachers
- California Teachers Association
- International Brotherhood of Electrical Workers (IBEW) Local 569
- Laborers' International Union of North America (LiUNA)
- National Union of Healthcare Workers (NUHW)
- San Diego Union Carpenters Local 619
- Service Employees International Union of California (SEIU)
- Service Employees International Union (SEIU) Local 221
- Unite Here Local 30
- California YIMBY
- Climate Defenders Action Fund
- Consumer Attorneys of California
- Sierra Club
- YIMBY Democrats of San Diego County
- Hon. Gavin Newsom
- Hon. Eleni Kounalakis
- Hon. Alex Padilla
- Hon. Mike Levin
- Hon. Scott Peters
- Hon. Toni Atkins
- Hon. Ben Hueso

Matt Gunderson (R)

Top Priorities

1. Cost of Living
2. Homelessness
3. Public Safety

Primary Election Result 45.9%

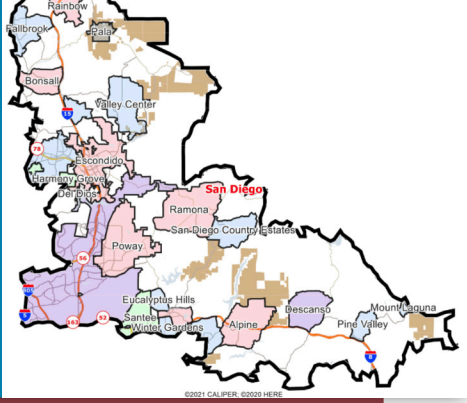
Endorsements

- Orange County Sheriff Don Barnes
- San Diego County Supervisor Jim Desmond
- San Diego County Supervisor Joel Anderson
- State Legislators:
- Senate Republican Leader Scott Wilk
- Senator Rosilicie Ochoa Bogh
- Senator Jim Nielsen
- Senator Pat Bates
- Senator Brian Jones
- Kevin Faulconer
- Former County Supervisor Pam Slater-Price
- Former Encinitas Mayor & San Diego County Supervisor Kristin Gaspar
- Carlsbad Mayor Matt Hall
- Apartment Association of Orange County (AAOC)
- California Republican Party
- Howard Jarvis Taxpayer Association
- Lincoln Club of San Diego
- Lincoln Club of Orange County
- New Majority of Orange County
- Oceanside Police Officers Association
- Peace Officers Research Association of California
- Republican Party of Orange County
- Republican Party of San Diego
- San Diego Police Officers Association

California State Senate

District 40

Incumbent Brian Jones, a former Santee councilmember and assemblymember, faces off against Navy veteran Rocha. Rocha had previously announced he would challenge Darrell Issa for the 48th Congressional seat but opted for CA senate after redistricting.



University City, Sorrento Valley, Miramar, Mira Mesa, Santee, Lakeside, Scripps Ranch, Sabre Springs, Rancho Penasquitos, Rancho Bernardo, Poway, Alpine Pine Valley, Cuyamaca, Ramona, Escondido, San Marcos, Fallbrook, and Rainbow

Joseph Rocha (D)

Top Priorities
1. Housing
2. Climate Change
3. Gun Reform

Primary Election Result 45.6%

Endorsements

- California Democratic Party
- San Diego County Democratic Party
- California Federation of Labor
- San Diego and Imperial Counties Labor Council
- San Diego County Building Trades Council
- Orange County Labor Federation
- AFSCME California
- California Nurses Association
- California Teachers Association
- International Brotherhood of Electrical Workers (IBEW) Local 569
- Laborers' International Union of North America (LiUNA)
- San Diego Union Carpenters Local 619
- Service Employees International Union of California (SEIU)
- Service Employees International Union (SEIU) Local 221
- Union Tribune
- Unite Here Local 30
- Hon. Scott Peters
- Hon. Toni Atkins
- Hon. Ben Hueso
- Sup. Fletcher
- Sup. Lawson-Remer
- Sup. Nora Vargas
- Mayor Todd Gloria

Brian Jones (R)

Top Priorities
1. Cost of Living
2. Homelessness
3. Public Safety

Primary Election Result 54.4%

Endorsements

- Congressman Darrell Issa
- Supervisor Joel Anderson
- Supervisor Jim Desmond
- Kevin Faulconer
- Councilmember Chris Cate
- Lincoln Club of San Diego
- San Diego Regional East County Chamber of Commerce
- Republican Party of San Diego County
- San Diego Police Officers Association
- Deputy Sheriffs' Association of San Diego County
- Rental Housing Association
- California Republican Party
- California Professional Firefighters
- Peace Officers Research Association of California (PORAC)
- Cal Fire Local 2881
- California Association of Highway Patrolmen
- California Correctional Peace Officers Association
- North San Diego County Realtors

Incumbent

Citywide Ballot Measures

The following are NAIOP San Diego's most watched ballot initiatives

Measure B

People's Ordinance Reform

NAIOP-supported Measure B amends the People's Ordinance, a 100-year-old law that provides free trash pickup for most single family residences. Commercial properties, condos, and residents living on private streets do not receive the free service.

A 'Yes' vote would institute a fee for trash pickup, bringing San Diego in line with most CA cities that charge for the service. Proponents of Measure B say it would even the playing field for commercial properties and bring in additional revenue to the city, increasing recycling pickups to once a week and bringing in millions of dollars that could be used on services like road repair, parks, and public safety staffing.

Endorsements

Support

- Councilmember Sean Elo-Rivera
- Councilmember Joe LaCava
- Democratic Party
- SEIU Local 221
- Climate Action Campaign
- League of Women Voters
- Chamber of Commerce
- San Diego Labor Council
- Building Trades Council

Oppose

- Senator Brian Jones
- Reform CA - Carl DeMaio
- Former Councilmember Scott Sherman
- Republican Party of San Diego
- San Diego County Taxpayer Association

Measure C

Midway Height Limit

NAIOP-supported Measure C is a re-do of Measure E, which was challenged in court after an affirmative vote of the people. With CEQA procedural requirements having been met, Measure C would exclude the Midway-Pacific Highway Community Plan area, which include the Sports Arena, from the 30-foot height limit on buildings in the Coastal Zone.

A 'Yes' vote would lift the 30-foot height limit for the planning are. A 'No' vote would induce no change.

Endorsements

Support

- BIA San Diego
- Chamber of Commerce
- San Diego Union Tribune
- Midway-Pacific Highway Community Planning Group
- San Diego Democratic Party
- San Diego Republican Party
- Climate Action Campaign
- Building Trades Council

Oppose

- Save Our Access
- Reform CA - Carl DeMaio

Measure D

Project Labor Agreements

Measure D would allow the City of San Diego to require project labor agreements (PLA) for city-funded construction projects, eliminating a current voter-approved ban on the requirement.

A 'Yes' vote would remove the ban, which proponents argue would require fair wages to be paid to workers involved with city projects. Proponents claim that San Diego is at risk of losing state funding by banning project labor agreements, as a recent state law dictates that charter cities with PLA bans will be denied state funding. Opponents challenge this assertion and state that use of PLA's discriminate against a large percentage of the construction workforce, including underrepresented minorities.

Endorsements

Support

- Mayor Todd Gloria
- Governor Gavin Newsom
- San Diego Firefighters Association
- San Diego Labor Council
- Building Trades Council

Oppose

- Union Tribune
- Councilmember Chris Cate
- National Black Contractors Association
- Urban League of San Diego County
- Reform CA - Carl DeMaio