

David vs. Goliath: The Grassroots Fight to Defeat Contra Costa's Measure B

Against long odds, Marc Joffe leads a powerful, citizen-backed campaign supercharged by VotersAi to stop one of the county's largest tax hikes in history.

FREMONT, CA, UNITED STATES, June 8, 2026 /EINPresswire.com/ -- Contra Costa County Measure B Defeated

June 2026 Election Update

Contra Costa County voters have delivered a significant verdict on Measure B, the countywide proposal to increase the sales tax by 0.625% for five years. [Based on the latest reported election results](#), Measure B is trailing decisively with approximately 57.4% voting No and 42.6% voting Yes, with all 938 precincts reporting and more than 246,000 ballots counted.

According to the latest county election reporting reflected in the election dashboard, Measure B received approximately 141,590 No votes compared to 105,028 Yes votes, resulting in a margin of more than 36,000 votes against the tax increase.

The Background: One of California's Largest Local Tax Proposals

Measure B was placed on the June 2026 ballot by the Contra Costa County Board of Supervisors as a temporary five-year sales tax increase projected to generate approximately \$150 million annually. County officials argued the tax was necessary to address anticipated reductions in federal healthcare funding and to support county services.

Contra Costa County is one of California's largest counties, serving more than one million residents across diverse communities stretching from Richmond and El Cerrito to Walnut Creek, Concord, Antioch, Brentwood, and beyond. Running a countywide campaign across such a large and politically diverse electorate presents enormous challenges for any grassroots movement.

The Opposition Campaign



[The campaign opposing Measure B](#) was led in large part by Marc Joffe and a coalition of taxpayers, community advocates, and local residents who questioned the county's financial assumptions and the need for an additional sales tax.

Opponents argued that Contra Costa County already receives substantial tax revenues and should prioritize spending reforms before seeking additional taxes from residents. Throughout the campaign, they emphasized concerns about affordability, inflation, and the cumulative burden of local taxes on working families.

[A First-of-Its-Kind AI-Powered Political Campaign](#)

One of the most notable aspects of the Measure B campaign was the use of VotersAI, an emerging artificial intelligence platform designed to help voters understand public policy issues, analyze ballot measures, and access information more efficiently.

The campaign demonstrated how modern AI technology can help grassroots organizations compete against well-funded government-backed campaigns. Traditionally, countywide ballot measure campaigns require significant financial resources for polling, voter outreach, messaging, and voter education. AI-powered tools helped level the playing field by allowing volunteers and activists to distribute information, analyze public records, and engage voters more efficiently.

The Measure B election may be remembered as one of the first major local tax battles in California where AI-assisted voter engagement played a visible role in helping citizens organize and communicate at scale.

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