



CANDIDATE STATEMENT OF QUALIFICATIONS

General Municipal Election: November 3, 2026

Jurisdiction:	CITY OF SAN DIEGO
Office Sought:	City Councilmember, District 2
Candidate's Name:	Richard Bailey
Occupation:	Civic Leader / Business Owner
The occupation does not have to match the occupation on the ballot, can have more than four words.	

Must conform to the regulations in the City Clerk Administrative Guidelines. 200-word count starts here:

Please click here  to attach SOQ

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Please sign
one of the
following
statements:

☐ I **do not** wish to have a statement printed in the voter information pamphlet:

Candidate's Signature: _____ Date: _____

☒ I **do** wish to file a **new** statement:

Candidate's Signature:  Date: 7/27/26

☐ I wish to **keep the same** statement from the Municipal Primary Election:

Candidate's Signature: _____ Date: _____

An Experienced, Independent Civic Leader

Former Coronado Mayor and current San Diego business owner, Richard Bailey, is committed to addressing the structural deficit through spending and management reforms without raising new taxes and fees.

His proven track record as a successful two-term mayor and business owner gives him the real-world experience needed to balance the budget while implementing new service-delivery models that prioritize fixing the crumbling roads, turning on the streetlights, and cleaning up the parks and public facilities.

Richard believes nonpartisan, commonsense leadership, focused on good governance policies is the best approach to local government.

Education

- B.S. Business Finance
- M.S. Applied Economics

Experience

- Coronado Mayor, 2016 - 2024
- San Diego Business Owner
- Financial Analyst at Fortune 500 Company

Priorities

- Balancing the budget in a financially sustainable manner.
- Reopening the Mission Bay restrooms.
- Reopening the Ocean Beach Pier.
- Delivering higher-quality services for less through managed-competition.
- Reforming ADU and parking policies to protect quality of life for neighborhoods.
- Implementing a City-Manager model of government to restore professionalism.

In addition to public service, Richard leads an active lifestyle that includes playing beach volleyball, running marathons, and he recently reached the summit of Mount Everest.

Learn more at: richardbailey.com

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