

Priority Areas and Approach

Define the aspiration or problem to solve, identify the system that prevents it, then give communities and businesses practical tools to produce the outcome.

1. **Working Families First** — Build an economy where working families prosper and public investments deliver public benefit.
How: Tie corporate tax incentives to measurable public benefits—jobs, wages, infrastructure, and community investment—and periodically evaluate whether those benefits are actually being delivered.
2. **Protect Civil Rights** — Defend equal rights, individual freedoms, and dignity for every Oregonian.
How: Provide specialized state resources, legal frameworks, and response capacity that municipalities can call upon when confronting immigration-enforcement actions or other threats to protected civil rights.
3. **Quality Education** — Ensure every student has access to a strong public education and the opportunity to succeed.
How: Stabilize school funding while reforming the systems around it—reduce unfunded mandates, strengthen educator preparation and staffing, and measure whether investments are improving student outcomes.
4. **Healthcare for All** — Work toward affordable, accessible healthcare so cost is not a barrier to essential care.
How: Expand access through public and private systems while lowering the underlying cost of care, prescriptions, and insurance and strengthening access in underserved communities.
5. **Affordable Housing** — Expand housing choices and affordability so working people can live in the communities they call home.
How: Give local governments more tools and resources to increase housing supply, preserve existing affordable housing, reduce unnecessary development barriers, and leverage public investment with nonprofit and private capital.
6. **Land Use & Farmland Preservation** — Protect prime agricultural land while accommodating necessary economic and technological development in appropriate locations.
How: Strengthen prime farmland protections while developing state-supported model development codes that municipalities can adapt locally—addressing siting, energy and water use, infrastructure costs, environmental impacts, and measurable community benefits before development occurs.
7. **Small Business Growth** — Help locally owned businesses invest, hire, and grow; differentiate tax policies designed around much larger corporations.
How: Adapt tax incentives to the unique costs of small-business investment, hiring, and expansion, and raise the \$1 million threshold for Oregon’s Corporate Activity Tax (CAT) so fewer small businesses are subject to a tax triggered by gross commercial activity rather than profitability.

The “how exactly” statements are concrete enough to demonstrate an approach, while remaining broad enough and not committing to legislation that hasn’t fully developed.