

What Voters Need to Know

Big Picture

Melissa Hernandez's biography and her focus on affordability resonate with voters. Melissa understands we are in a cost-of-living crisis and that Washington can do more to bring down costs and expand opportunity.

In this top-two primary election, Melissa is well-positioned to advance to November after voters learn more about her personal story and her professional and public service experience. Her message, which focuses on affordability, specifically housing, healthcare, and childcare, is what voters need to know.

Melissa Voters

The voters needed to consolidate to make it into the top two – reliable Democratic voters and NPP-leaning Democrats – have a highly favorable opinion of Melissa after learning more about her. Additionally, Melissa has room to grow her base of likely Latina voters of any age, and likely voters in the Tri-Valley who see or read more about her.

What to Know about Melissa

- Parents were migrant farm workers
- Working mom who paid her way through college
- First Latina Mayor of Dublin
- First Latina BART Board Director
- Director of Healthcare Services for an Alameda County Supervisor
- Melissa understands the economic challenges you face, because she faced them, too

Affordability and Experience:

- Led Dublin to a “Best Places to Live” designation and built housing at all levels of affordability
- Regional leadership on transportation has delivered new infrastructure and jobs
- As Director of Healthcare Services, works to expand access to quality, affordable healthcare
- As a working mom, she managed the finances for a dental office while paying her way through college.

Solutions:

- Lower the costs of materials and provide incentives to build new housing to lower the cost of housing
- Make it easier for first-time homebuyers to get a home loan
- Lower prescription drug costs
- Restore insurance premium subsidies cut by Trump to lower health insurance costs
- Restore funding for health programs that serve vulnerable families cut by Trump
- Expand the Child Tax Credit
- Recruit and train childcare workers
- Supports Paid & Family Medical Leave

Strong Local Ties:

- Lived and worked here for 30 years. Raised her kids here. People here know and trust Melissa
- Endorsed by the majority of mayors, county supervisors, and locally elected officials – they know Melissa will be effective in Congress and will deliver on her promises

Goals

We know that when voters learn more about Melissa, they support her. The campaign is scaling up communication to target voters across all mediums – direct mail, streaming, digital, and social media platforms. It is focused on earned and paid media opportunities in Spanish-language outlets, and it has a strong field campaign to mobilize supporters.