For too long, the North State has been overlooked, overregulated, and undervalued by Sacramento.

We are proud, hardworking communities built on agriculture, small business, faith and family. Yet we've watched our homes threatened by wildfire, our water redirected while our farmers struggle, and our power and insurance costs skyrocket. Our schools rank near the bottom. We struggle to find doctors. Drug addiction, homelessness, and public safety challenges persist.

We deserve better.

I was born and raised in the Yuba-Sutter area and moved to Chico for college, where I built a successful NorCal business that I have operated for 32 years. I raised my family here, served four years on the Chico City Council and four years as Mayor.

During wildfires, evacuations, pandemic, and fiscal crises, I did not blink. I did not blame others. I brought people together, made tough decisions, and delivered results. That leadership is why a majority of mayors in this district, along with many respected local leaders, support my campaign.

Our path forward is clear: build coalitions with other overlooked regions so our voice carries real weight in Sacramento; align our mayors, supervisors, water districts, and business leaders around a unified, results-driven rural agenda; expand career technical education in the trades and high-paying careers; defend constitutional freedoms, including the Second Amendment; stand firm against policies that harm rural communities; and make fire prevention, forest management, and water security central to California's priorities.

The North State deserves steady, proven leadership. Join me in making NorCal Strong.

CoolidgeForAssembly.com