

2026 OWR Endorsement Form



Name Kelda Roys

Office Governor

Phone _____

Email forward@keldaroys.com

Preferred Method of Contact Email

Primary Points of your platform

- Higher wages, lower costs, and more freedom.
- Fully fund public schools, stop the voucher scheme, open up the state's healthcare plan through KeldaCare, restore collective bargaining rights and enact a living wage.

Questions when completing this application? Email Executive Director William Walter at william@ourwisconsinrev.com

Process

1. When a Candidate for an Office requests an Endorsement from Our Wisconsin Revolution, all Candidates for that Office are sent this Questionnaire.
2. Responses to the Electoral Committee are requested within fourteen (14) days. OWR's endorsement process is overseen by a volunteer committee overseen by the OWR Executive Director and Electoral Strategy Organizer. The committee identifies candidates who merit consideration for endorsement, invites them to complete an initial screening questionnaire, conducts candidate interviews (If deemed necessary by the committee), makes endorsement decisions by majority ranked choice vote of the committee/members, and notifies endorsed candidates.

In local primary or general elections for school board and municipal or county offices, local

chapters with a governing committee or endorsement panel of at least six members may act independently to evaluate candidates in their area and make endorsement decisions. In areas with no local chapter or one lacking the capacity to establish an endorsement committee with six or more members, the state endorsement committee handles the endorsement process in consultation with local OWR activists.

3. If no Response is received, a Candidate **will not be considered for Endorsement.**

4. After the initial endorsement form is returned to the endorsement committee, the candidate(s) may be asked to fill out a follow-up questionnaire to clarify their stances on specific issues, if further clarification is needed. The endorsement committee may ask the candidate(s) to do a video interview for the endorsement committee to review. (This interview will not be shared with the general public. Only endorsement committee members).

4. For any Office, OWR may Endorse a Candidate or provide No Endorsement; for a Primary Election, should No Endorsement occur, a Candidate will automatically be considered for Endorsement in the General Election.

6. All Candidates will be informed about the outcome.

Our Wisconsin Revolution Platform

The following are the local components of our platform and organizational goals, please affirm your support with an initial where indicated. Please use space at the end to explain any responses as you see fit.

A Real Democracy - KR

We aim to take Wisconsin's government back from corporate elites and make it by and for the people. We should:

- Create and ensure a nonpartisan, transparent process for the redrawing of all election districts that requires local public commentary from diverse communities, including public hearings, and ensure independent, nonpartisan election administration
- Honor treaty rights, consultation rights, jurisdiction, and sovereignty of native nations in local decisions
- Expand local control over revenue and government regulation
- Require full compliance with Government Accounting Standards Board directions for public accounting
- Enforce and expand prohibitions of discrimination based on race, ethnicity, language, religion, creed, sex, gender, sexual orientation, gender expression, national origin, age, familial status, pregnancy, veteran status, disability, and varying cognitive abilities

- Refuse compliance with federal efforts to harass or deport undocumented immigrants
- Address racial disparities in areas such as education, employment, and the justice system by applying an “equity lens” to all planning, budgeting, and other public decisions
- Work to increase informed citizen participation in government affairs, including reinstatement of a robust K – 12 civics curriculum and the Office of Public Intervener to assert and defend the public’s interest
- Support US and Wisconsin Constitutional amendments stating that money is not speech and that only human beings have Constitutional rights

An Economy That Works for All - KR

We recognize massive income and wealth inequality as a clear and present danger and believe Wisconsin deserves an economy that generates broadly shared prosperity in environmentally sustainable ways. We should:

- Implement a living wage (minimum \$20 per hour, as well as an annual cost of living adjustment) for all Wisconsin workers and regional and industry wage boards to reward worker productivity and ensure pay equity for all
- Support locally owned, independent businesses, cooperatives, and worker-owned cooperatives
- Support family farms and regional food systems instead of factory farms and corporate farming subsidies
- Assert and defend the right of all workers to unionize and act collectively to improve jobs and employment
- Support employee ownership and democratic cooperatives of all kinds (producer, consumer, worker)
- Put standards on government purchasing to encourage local purchasing, local union labor, and the corporate practices we wish to see everywhere
- Encourage regional and industry labor-management partnerships to increase productivity, reduce waste, and benefit our local economy
- Invest in modernizing our physical infrastructure (roads, bridges, railways, airports, public buildings, etc.) and pay local workers prevailing local wage for work on these projects
- Invest in jobs for the future, making Wisconsin a national leader in the full application of available technology and best practices in renewable energy generation and energy efficiency, maximally efficient and restorative use of nonrenewable resources, advanced manufacturing, and precision sustainable agriculture
- Make much fuller use of our public education and extension systems in assisting local and regional economic development efforts consistent with the above

- Work toward publicly funded, high-quality childcare
- Work toward strong pay legislation to close the gender and race pay gap

Quality Public Goods and Services for All

We must restore and improve the quality and fair distribution of Wisconsin public goods and services, and do our part in addressing the existential crisis of human-created global climate change. We should:

1. Environment - KR

- Vigorously defend and restore the clean water and air we all depend on, including limits on high-capacity wells, CAFOs (concentrated animal feeding operations), mining, and other environmentally harmful practices
- Adequately fund the DNR and insist on the independence of its scientists from political control
- Show leadership on climate change with the goal and plan to decarbonize Wisconsin municipalities' energy production by 2030

2. Healthcare- KR

- Provide a healthy ecosystem for species with whom we share the earth ●

Draft and support local resolutions in favor of Medicare for All

- Sustain and improve current coverage for necessary health services, including comprehensive reproductive health services, and ensure coverage of pre-existing health conditions
- Require access to quality treatment on demand for alcohol, drug, and mental health services
- Increase support for high-quality in-home and assisted-living home services

3. Public Education- KR

- Enable local districts to develop their public schools by increasing state funding and local control
- Provide additional funding based on low-income, special needs, and minority share of student population
- Provide salaries, benefits, and working conditions that attract and retain the most capable teachers
- Halt public financing of vouchers and privatized charter schools and protect academic freedom

4. Housing-KR

- Recognize housing as a human right and adopt and implement a plan to realize that right for all residents
- Significantly increase resources to expand affordable housing stock, or require mixed-income developments
- Remove constitutional and statutory barriers to affordable housing creation
- Strengthen protections for residential tenants, including, but not limited to requiring good cause for eviction and increasing tenant remedies for landlord abuses or violation of habitability standards

5. Broadband Access-KR

- Establish affordable, reliable, high-speed internet and wireless access, aiming at 100Mbps, throughout the state
- Make internet access a public utility

6. Public Safety and Criminal Justice ____

- Oppose efforts to turn local law enforcement into an extension of immigration and customs enforcement
- End police brutality and government violations of civil and human rights
- Redirect funding from police and sheriff's departments into resources that stop crime proactively and provide resources that our communities need.
- Work to end mandatory minimum sentencing requirement, truth-in-sentencing laws, abuse of prosecutorial discretion, excessive detainment, poverty-inducing court and jail fees, school-to-prison pipeline, limits on retroactive expungement of criminal records for all non-violent offenders upon release, and all racial disparities in arrest rates for like behaviors and time of imprisonment for like crimes
- Reinstate the parole board
- Make prison truly rehabilitative through greater opportunity treatment, counseling, and education
- Ease re-entry through addictions and mental health treatment housing, other social assistance, training, and job search assistance, "ban the box," and full funding of pardon and parole boards
- Reassert public control over the criminal justice system, reversing decades of privatization and profit-seeking rather than investments in public safety and communities that will
- Bring probation/parole under the control of local government

7. Transportation-~~KR~~

- Promote “complete streets” and accessible multi-modal transportation options in all communities, while everywhere encouraging active transportation and electrification of all motorized transportation
 - Promote the fair and sustainable development of all communities, not just the wealthy
- Upgrade this multi-modal system’s quality and enact a vehicle miles traveled (VMT) tax

8. Security and Care-~~KR~~

- Along with all of the above, maintain and strengthen programs of assistance to our elderly, disabled, children, immigrants, People of Color, and members of the LGBTQ community; explore the feasibility of a state basic income guarantee; and enact a state-sponsored retirement plan for private workers
- Support universal child-care by increasing the number of childcare centers that are culturally appropriate, increasing nighttime childcare options, and reducing the cost of childcare
- Encourage the development of prenatal care, outreach, and services

Fair Taxes- ~~KR~~

We aim for a fair and adequate public revenue system. We should:

- Make local taxes based on the ability to pay by raising top rates on top incomes, treating capital gains like other income, and removing regressive loopholes (like the manufacturing tax credit)
- Widen the sales tax base to include all goods and services outside food, education, and healthcare; make it progressive by raising it steeply on purchases more than twice the median state family income
- Establish “circuit breakers” on property taxes for those on fixed incomes
- Oppose any local taxes that will be regressive and disproportionately impact lower-income families

Please comment on any Sections or Sub-sections you did not check and why, and feel free to add additional thoughts to sections you did check. Be as brief or thorough as necessary:

I support all of the goals of OWR, and I want to add context from my record. On every single issue of importance to Our Wisconsin Revolution, not only have I been a supporter, but I have helped lead the fight and shape the debate towards a more progressive future. I have been one of the most influential and prolific progressive legislators in the state and have spent my adult life working to advance these causes and elect leaders who share our values.

I am running for governor to deliver higher wages, lower costs, and more freedom for Wisconsinites. We are in a moment of crisis in this state and country, and Wisconsin needs a governor who will stand up and fight this Republican regime's authoritarianism, while also using every available tool of government to improve people's lives. For 25 years, I have been taking on powerful interests and passing progressive legislation in the toughest political environments. I know how political power works, I know what needs to be done, and I have the political will to do it.

On **democracy and civil rights**, I believe this moment demands a governor with the courage, and knowledge to use power to rebuild our broken democracy and protect our rights and freedoms. We need systemic change to restore and protect our rights – including the right to “small-d” democratic governance. As a longtime Common Cause and ACLU board member, I care deeply about protecting civil rights and expanding the right to vote, fair and accountable government, and protecting people from unfettered power of big corporations and the government.

Throughout my career, I have taken on powerful interests and passed progressive legislation in difficult political environments. As the only candidate in this race with Joint Finance Committee experience, and service in both the State Assembly and Senate, I know how to turn my progressive values into priorities in the budget. I support fair maps, strong voting rights, tribal sovereignty, robust anti-discrimination protections, and using every tool available to resist authoritarian overreach. Since 2009 I've been the primary author of the National Popular Vote bill, legislation to end prison gerrymandering, and enact automatic voter registration and vote-by-mail. I also support ballot access innovations like instant runoff and ranked choice voting. I was also one of the first candidates in the country to reject corporate PAC money over 15 years ago, before it was cool.

On **immigrant justice**, I was the first legislator in the state to speak out on the floor of the senate against Trump's ICE abuses and the kidnapping of Kilmar Abrego Garcia. This moment requires leaders with the moral clarity I have demonstrated throughout my career – I called for abolishing ICE over a decade ago, because I know that having a violent, unaccountable paramilitary force terrorizing our communities makes us all less safe and less free. As the only licensed attorney in the race, I will hold ICE agents – and all Trump regime officials – criminally and civilly liable for their crimes and civil rights violations under state law. I've coauthored legislation to unmask ICE, prohibit 287(g) agreements, make it easier to sue in state court for civil rights violations, and stop Wisconsin facilities and law enforcement resources from being used for immigration enforcement. As governor, I will work with the attorney general, local governments, and neighboring states to protect Wisconsinites and hold federal agents legally accountable. Since 2009, I've voted to allow immigrants to receive driver licenses, get in-state tuition, and be licensed professionals.

On ***economic justice and labor***, I authored Wisconsin's living wage legislation, to raise the minimum wage to \$15/hour immediately with a path to \$20 and inflationary increases after that, restore local control, and increase the tipped minimum wage. I grew up in a union household, and two of my sisters are also union members. I have also been one of the legislature's most visible and consistent pro-labor voices — I was one of the legislators who moved my office outside onto the frozen capitol grounds when Scott Walker tried to shut down the capitol during Act 10. As governor, I will repeal Act 10 and right to work for less, restore and expand collective bargaining including cross-sectoral bargaining, bring back prevailing wage and project labor agreements, crack down on worker misclassification and discrimination, implement universal paid family and medical leave, and criminalize wage theft, stronger protections against discrimination and wage theft. I will use the state's purchasing and policy power to support workers, unions, co-ops, and local businesses. In the budget, I will restore Wisconsin's progressive taxation and close loopholes that have allowed the wealthiest individuals and corporations to avoid paying their fair share (and even to get millions in public money!), and shift our taxation to tax wealth more aggressively than work. This will also alleviate the pressure on property taxes and sales taxes, which are regressive.

On ***environmental issues***, I've stood up to polluters and special interests again and again. In my first term in the legislature, I took on the chemical lobby and authored the BPA Free Kids Act to stop bisphenol A from being used in children's products. It still protects kids today. When Tom Tiffany and Scott Walker tried to open up Wisconsin's pristine north to mining, I filed open records requests to get all the communications between lobbyists and industry execs — and had to threaten a lawsuit to get them. Once I received them, I put the thousands of documents I received on the internet so that everyone could see them. In the State Senate, I've held Republicans and special interests accountable for holding PFAS standards, testing, and cleanup funding hostage. I'm a conservation leader, and as governor I'll restore full support for the Knowles-Nelson Stewardship Program so every Wisconsinite can enjoy our public lands, and empower the DNR to enforce environmental law and order against polluters, with real consequences. Science (not politics) should guide natural resource policy, because everyone deserves a healthy environment and because agriculture and tourism depend on it. Climate change is already driving floods, stronger storms, invasive species and algae blooms. I'll build climate resilience and energy independence, lower utility costs, and create good-paying clean-energy jobs while giving farmers and rural communities more control over their economic and energy futures. While too many Democratic candidates bend to utility interests that oppose expansion of solar and wind, I believe we need to dramatically expand our production of green, sustainable energy and force the energy monopolies to engage in integrated resource planning so we can eliminate all coal fired power plants by 2030. I will also invest in regenerative and organic agriculture, which are "win-win" policies that help keep small family farmers in business, sustain rural communities economically, and benefit the environment, while growing healthier food for us all.

On ***healthcare***, Wisconsinites are under attack from a Republican regime that is making healthcare harder and more expensive to access. I believe healthcare is a right and would love to have a single payer universal system. But I'm not running for Congress, so I can't deliver Medicare for All. Here's what I can do as governor to get us closer to universal healthcare: pass KeldaCare. The full plan can be found at: <http://keldaroy.com/keldacare>.

KeldaCare opens Wisconsin's state employee health insurance plan – the same nonprofit coverage I enjoy as a senator – so that individuals, small businesses, and even large companies, unions, and school districts can buy in and get the same competitive, nonprofit, premium rates as state workers. This plan does not rely on funding or permission from the Trump regime, and as we expand coverage, we will save taxpayer dollars and lower premiums for everyone by reducing uncompensated care, expanding the risk pool, and ensuring that the doors of rural clinics and hospitals stay open. With the savings, we may be able to offer state subsidies to allow more individuals to buy in directly or via the ACA exchange as a public option. I also support offering BadgerCare as another public option, if we can get a waiver from the Trump administration.

We also need to tackle costs by capping prices on common procedures, as Oregon and Indiana are successfully doing. I've authored many bills to cut prescription drug costs and as governor will join with neighboring states to boost purchasing power for vaccines and other drugs, and rebuild our broken public health infrastructure. I will create an Office of Insurance Investigation at OCI to crack down on wrongful denials, cap copays for insulin, asthma and diabetes meds, require coverage of OTC contraception and end discriminatory reimbursement practices, establish a state prescription drug purchasing board, stop surprise billing, and further reform PBMs to protect patients. We need to invest more in mental and behavioral health services. I will build upon the mental health parity laws that I helped to pass in 2009 by eliminating exemptions, investing in evidence-based and medication-assisted treatment for substance use disorder and other diseases, and funding school-based mental health services.

Wisconsin faces a dire provider shortage. That's why I worked for years as the only Democrat to expand access to advanced practice nurse practitioners (APRNs) by allowing them to practice independently within the scope of their training, Gov. Evers vetoed our bill several times, but last year, working with a broad coalition of nurses and patient advocates, I was able to build enough support on both sides of the aisle that he finally signed it – a critically important step for ensuring healthcare access in underserved rural and urban areas. I have worked hard to bolster the healthcare workforce, championing millions in funding for nurse educator scholarships to address the nursing shortage, restore collective bargaining rights for healthcare workers including in-home care providers, expand free 2 year college and loan forgiveness for health care workers, and end salary discrimination (the use of credit scores and other financial data) in offers of compensation.

It's important to note that, while all the Democrats in this race talk about wanting to expand BadgerCare, I'm the only one that has actually done it. As vice-chair of the Assembly Health Committee, I spearheaded the expansion of BadgerCare to 80,000 previously uninsured Wisconsinites, covering childless adults for the first time. I have fought for 17 years for Wisconsin to accept the ACA Medicaid expansion, which would have been an incredible boon to Wisconsin and covered perhaps 90,000 more people. In fact, during my gubernatorial run in 2018, I pledged to veto any budget that did not include Medicaid expansion. Now, unfortunately, after last summer's passage of the federal "big ugly bill" (the OBBBA/federal budget), Medicaid expansion is no longer feasible for Wisconsin because expanding Medicaid mean no additional funds for public schools, for child care, for high speed rail, for affordable housing, or any other transformative progress. What other candidates miss as they have made expanding Medicaid their plan for healthcare — that expansion is off the table for us

until federal law changes again. It's a very bitter pill to swallow, but I think it's important to be honest with voters when we make campaign promises. My plans for healthcare will expand coverage, lower costs, and are politically achievable.

On **reproductive freedom and justice**, my great-grandmother died from an unsafe abortion during the Depression. My stepmother had to go to Mexico before *Roe* and lost her uterus. I am a mother, and I want every child born into this world to be as wanted and loved as my children are. For over two decades, I have been one of Wisconsin's fiercest fighters for abortion rights and reproductive freedom. From leading NARAL Pro-Choice Wisconsin, to helping pass the Compassionate Care for Rape Victims Act, the Healthy Youth Act, the Contraceptive Equity law, and the Birth Control Protection Act, to now co-leading the legislature's Reproductive Freedom Workgroup, I have spent my career fighting to ensure that politicians are never in charge of your body or your future. It's not enough to be pro-choice: we need a governor who will fight to remove all of Wisconsin's draconian barriers to access, such as our procedure and gestational age bans, the provider ban, funding bans, mandated delay, biased counseling and forced ultrasound laws, among others. No other candidate in this race has pledged to do this. As Governor, I will ensure that all of us have the freedom to make our own decisions and that doctors are never threatened with prison for caring for patients. I will also ensure that insurance covers infertility treatment, create statutory protections for IVF and contraception, protect patients and providers from investigation or prosecution due to pregnancy outcomes, ban the shackling of pregnant and postpartum women, establish an evidence-based prison nursery to keep moms and babies together, pass comprehensive sex education (again! – I did this in 2009 but it was repealed in 2011), and invest in proven programs to reduce Wisconsin's shameful infant and maternal mortality rates. I've also pledged to use my pardon power to protect anyone providing reproductive healthcare who is targeted for prosecution.

On **public education**, Wisconsin has been shortchanging our kids for 3 decades and funding our public schools will be my number one budgetary priority as governor. Public dollars should fund only public schools, period. The failed voucher scheme has produced no better – and often worse – results for kids, all while discriminating against students and teachers, lacking transparency and accountability, and being exempt from basic standards that public schools must meet. We're siphoning away billions each year from our public schools, which serve all children, to subsidize the private and often religious schools of wealthy families. I am the only candidate in this race with a plan to bring this program to a responsible end, and I've been unwavering in my opposition to vouchers for decades. I also oppose the expansion of non-instrumentality independent charter schools. A high quality public education is the birthright of every Wisconsin child - from early childhood to higher ed. I opposed the 2025 stage budget (and every one of the GOP budgets that Evers signed) because they didn't even provide an inflationary increase to our kids, who have been shortchanged for 15 years. I opposed the shared revenue "deal" because it disproportionately benefitted conservative rural communities at the expense of cities, while adding lots of poison pills to restrict how cities operate. We need to recommit to the core purpose of state government, which is to educate our kids, from early childhood through public higher education, and to provide critical state and local services to ensure safe, healthy, lives for all Wisconsinites. I'll make the first two years of WTCS schools free and expand Bucky's Tuition Promise statewide so wealth isn't a barrier to higher education, while restoring funding that's been slashed.

We also need to make schools places where everyone feels safe, valued, and respected. As governor, I will restore collective bargaining rights for educators, reestablish respect and autonomy for teachers as professionals, and get distractions and screens out of the classroom, so that our kids are not products for AI and Big Tech companies to exploit, but are able to become the best versions of themselves, and are prepared to be engaged citizens in a diverse, global world. I will also prioritize passing responsible gun safety laws so that all of us can be safe where we live, work, learn, and play.

On **housing**, I believe housing is a human right. We cannot build a state where people can thrive if rent, mortgages, and utility bills are swallowing up their paychecks. Wisconsin needs to significantly expand affordable housing stock, including mixed-income development, and remove the constitutional, statutory, and zoning barriers that make it harder to build the housing people need. We also need stronger protections for tenants, including good-cause eviction standards, a right to counsel in housing court, and meaningful remedies when landlords violate habitability standards or abuse their power. For example, I've taken aim at software that uses AI to help landlords illegally price-fix rent increases, and at abusive practices that have college students struggling to sign leases 11 months in advance. I've authored a statewide accessory dwelling unit enabling law, and will help streamline WHEDA tax credits to make it possible to build more affordable units faster. I will allocate additional money to maintain expiring tax credits, because it's cheaper to maintain currently affordable units than build new ones. Through incentives and statutory changes, I will address the regulatory and financing hurdles that have allowed condo development and "missing middle" homebuilding to stall, creating a shortage of important forms of owner-occupied housing that is important for first-time homebuyers and for baby boomers who want to downsize. Thirteen years ago, I founded my successful small business to make it easier and more affordable for people to buy and sell homes. I am passionate about expanding housing access and making it possible once again for young people to buy their first home in their 20s, not their 40s. As I have on all these issues, I don't just have bullet points – I have dozens of bills that I've authored over many years, that are ready to be enacted into law.

On **broadband access**, every Wisconsinite, whether they live in a city, a small town, or a rural community, deserves affordable, reliable, high-speed internet and wireless access. Internet access should be a public utility – it is essential for school, work, healthcare, and civic participation. We should make major investments to close the gaps that have left too many communities behind, and should prioritize broadband networks that are publicly owned and managed rather than continuing to subsidize private megacorporations. In 2009, Wisconsin received \$300 million in federal funds for broadband development. Scott Walker sent it back and at the behest of AT&T and others, killed BadgerNet, a public internet utility that was building out access for UW campuses, libraries, and public schools, and would have been the backbone for statewide access. We need to spend public broadband money wisely so that public access is universal and affordable.

On **criminal justice**, as the only candidate in this race that has actually passed meaningful criminal justice reforms, I will make Wisconsin safer and more just by focusing on what works. I'm an attorney who worked on the Innocence Project, and I know that Wisconsin's backwards policies are making us less safe and bankrupting us – morally and financially. I support and

have introduced bills for proven reforms that prevent crime, cut costs, reduce recidivism, and shrink our shameful racial disparities. As governor, I will tax and regulate cannabis instead of criminalizing it, and redirect law enforcement resources to solving serious crimes. I will invest in youth opportunity and community based prevention and violence interruption so fewer kids ever enter the system, and I will pass the Conditions of Confinement package to improve the safety, living, and working conditions for people who are incarcerated and correctional staff, while expanding programming that prepares people to reenter and succeed. I also helped pass bipartisan laws to fund victim services, clear the sexual assault kit backlog and prevent a new one, and support survivors. Finally, I will make aggressive use of the governor's powers of clemency, parole, and pardon, and administratively reform the Department of Corrections to stop the abuse of crimeless revocation and dramatically reduce our bloated, unnecessarily high prison population.

On **transportation**, Wisconsin needs a modern, multi-modal transportation system that works for every community. As an avid biker, it means investing in roads and bridges, transit, rail, bike and pedestrian infrastructure. I will direct the DOT to implement a "complete streets" policy so that all forms of transportation are included in every project. I will put transit funding back in the transportation fund where it belongs; in the last budget GOP legislators took it out and made it part of the GPR fund, where it has to compete for priority with every other state program. I've long authored the bill to enable regional transit authorities (RTAs) to allow local communities to band together for their own transit needs and make planning and funding more efficient. I've also been a vocal advocate for high-speed passenger rail in Wisconsin – connecting Chicago and the twin cities through Milwaukee and Madison, and expanding service to Green Bay and beyond. We can make Wisconsin a place where everyone can get where they need to go, quickly and conveniently.

On **care**, I know care work is the most important work in our society, and the people who do it deserve real support – including a living wage, benefits, and the right to organize. Our economy cannot function, and families cannot thrive, if parents don't have a safe, nurturing place for their children to go while they work, and people to care for aging or disabled loved ones. As a working mom/stepmom of 5, I have been one of Wisconsin's loudest advocates for early childhood education and affordable childcare. Right now, the average cost of daycare for one child in Wisconsin is about \$16,000 per year — more than the cost to attend the University of Wisconsin-Madison. Even when families commit the resources, there are often no slots available, or long waiting lists to get in, because 80% of the professionals with an early childhood degree can't afford to work for the poverty wages that are the norm in the field. The lack of affordable childcare is forcing some young people to decide not to have children, or to have fewer children than they would like, and that is not acceptable. We recognize society is better off when a child's education is not rationed based on their parents' wealth – yet in the most crucial and expensive first five years, we invest almost nothing, even though that's when 90% of brain development occurs.

I have a comprehensive plan to enact universal paid family leave – a bill I've authored since it was first introduced in 2011 – and universal affordable early childhood education. It would increase eligibility for Wisconsin Shares (Wisconsin's childcare subsidy program for low-income parents), allowing us to pull down more federal dollars, make all early childhood educators automatically eligible for Shares, ensure that families do not pay more than 7% of

their income for childcare, allow all early childhood staff to participate in the state employee health insurance and pension systems, and enabling early childhood educators to get free tuition and student loan forgiveness for their degrees if they work in the field. We can and must build on the success of Child Care Counts and meaningfully invest state dollars in early childhood.

On **taxes**, I've already outlined some of my approach in the economic justice section above. Lowering costs for Wisconsin families starts with fully funding our public schools and local governments so we can bring down property taxes. For years, Republicans have underfunded public schools and municipalities, forcing local communities to raise property taxes just to keep the lights on. The 400-year veto was an important but inadequate and problematic step – we need reliable, predictable, sum sufficient funding for our public schools. As governor, I will fully fund our public schools so we stop shifting costs onto homeowners and working families. I also support a fairer and simpler tax code that asks the wealthy and large corporations to pay their fair share. That means rolling back the manufacturing and agriculture tax credit, restoring a more progressive income tax structure, and treating capital gains like other income. We cannot keep giving tax breaks to those at the top while working families and small businesses are the ones stuck bearing the brunt of the cost of providing the public services we all rely on.

Here's the truth – for decades, Americans' productivity has gone up and up, but the gains – the profits – have gone almost entirely to the people at the very top. That means that workers and the middle class can't really afford the basics of a "good" life - to buy a house, have kids, save for college and retirement, take a vacation – even though we are working harder and longer than ever. Good tax policy, along with a strong labor movement and regulation protecting us from monopolies, can help fix these massive inequities and market failures. As governor, I will use my power to empower everyday Wisconsinites to thrive. Higher wages, lower costs, and more freedom.

We can make Wisconsin a progressive beacon once again – a place where, no matter who you are or where you're from, you have the freedom to thrive. We know what needs to be done. I have the political skills and the political will to do it. And I would be honored to have OWR's partnership and endorsement to get it done for all of us.

Please provide any supporting documents you'd like us to consider.
Thank you for participating in the Our Wisconsin Revolution Endorsement Process.

The Big Idea: KeldaCare

- KeldaCare is a public option, allowing any Wisconsin individual or entity (business, nonprofit, union, or municipality) to buy into the same health insurance state employees have. (We don't need a blue ribbon commission or a study committee to develop something new.)
- This is high quality, non-profit, health insurance that lets you select the plan that's right for your and your family.
- By increasing the size of the group pool, it would lower the cost of insurance for everyone within the pool. And saves employers time, money in annual searching and **risk of a lapse in coverage**. This is a better plan and better coverage than a Medicaid-based public option, which because of low reimbursement rates will not solve the looming crisis in rural healthcare access.

Prescription Drug Affordability

- Day 1: issue an Executive Order to join together with neighboring states to increase purchasing power and ensure availability of vaccines and prescription drugs
- Wisconsin Rx Fairness
 - Capping the copay for insulin, asthma and diabetes medication
 - Requiring coverage of over-the-counter oral contraception
 - Ending discriminatory reimbursement practices
- Creating a state prescription drug purchasing board
- Further reform Pharmacy Benefit Managers to protect patients

Health Freedom & Equality

- Ensure insurance covers infertility treatment
- Create a Right to Contraception
- Create a right to Infertility treatment
- Remove politicians from the doctors office and protect reproductive healthcare
- Protect patients from overzealous prosecution of miscarriages
- Support evidence-based programs to reduce infant and maternal mortality

Mental Health Support

- End surprise billing for behavioral health services
- Eliminate exemptions for insurance coverage of mental health care, including evidence-based treatment and support for substance use disorder
- Invest in school-based mental health services to ensure our kids get the support they need to thrive

Insurance Accountability

- Create an office of insurance investigation to investigate insurance companies who wrongfully deny coverage
- Audit health insurance companies with high rates of claim denials
- Eliminate prior authorizations in most circumstances
- Stop surprise billing

Invest in Wisconsin's Healthcare Workforce

- Attract and retain healthcare professionals by making it easier and more affordable to become providers – expand loan forgiveness and scholarships
- Nurse educator scholarships
- Ban salary discrimination (using credit scores and other data) in offers of compensation
- Restore collective bargaining rights for healthcare workers
- Increase in supports for in-home caregivers

Kelda's record on healthcare:

- Kelda has the strongest record on healthcare of any candidate in the field
 - Only candidate to have actually expanded healthcare - 80,000/Badgercare
 - Stood her ground to deliver healthcare access to Wisconsinites in underserved rural and urban communities with the APRN Modernization Act
 - Worked with Republicans to deliver PBM reform
 - Drove push for nurse educator grants in state budget
- Helped pass mental health parity law
- Leads reproductive freedom caucus
- Small business champion - health freedom leads to economic and life freedom
- Licensure reform to help healthcare providers get through the pipeline to serving patients quickly

As a mom and small business owner, Kelda understands how challenging it can be to pay for health care.