**CA 07**

Incumbent- Bera -D

Challenger- Scott Jones- R

District

* Media - Sacramento covers 100%
* Key Demos- Asian American Pacific Islanders
* 2008/2012 Presidentials- Obama

Past Congressionals

* 2012- Bera had 3 point lead over Lungren
  + NRCC outraised DCCC
* 2014- Bera had 1 point lead over Ose (tighter race)
  + Most expensive house race in the country
  + NRCC outspent DCCC last cycle
  + DCCC outraised them

DISTRICT OVERVIEW

* Political Landscape
  + Bera
    - Second term
    - Indian American
  + Jones
    - Doesn’t live in the district
    - Represents the district as their sheriff
  + 2 point lead for Dems in a Bera/ Ose comparison in July 2015
  + Mayoral Campaign will take up a lot of the coverage
  + Senate Bill 29- changes how the absentee ballots are handled
* Demographics
  + Suburban district 60%
  + Hispanics and AAPIs are the leading minorities
* Bera’s hometown is Elk Grove
* Senate candidate Kamala Harris- northern Cali is in her path to victory, might play a role

Ballot Initiatives

* “Fight for $15”- raising the minimum wage
* Legalize the recreational use of marijuana
* Ban the possession and sale of large ammo clips
* Prop 30 extensions that would continue higher income taxes on the wealthy
* School Funding and Budget Stability Act- extend Prop 30’s tax increase to 2030 to fund K-14
* Invest in California’s Children Act - tax individuals with more than 1 million

Past Races

* Obama carried the district in 2008 and 2012
* 2012- Bera won by a larger margain than in 2014
* 2014- Bera/Ose race was the most expensive congressional race
  + The absentee votes were what saved Bera last time- the Senate Bill 29 could help him if he is in trouble with votes this time
* IE spent almost 5000 on ads in the last three weeks before the election on Bera
* GOP groups spent big on the 2014 race

DEMOCRATS

* Self Frame
  + Bera is an MD and uses his doctor oath to mimic the oath to serve his district
  + No Budget, No Pay
  + Opposed Congressional pay raises
  + Refused a Congressional pension
  + Leader of No Labels’ Problem Solvers
  + Lead the charge against congressional perks (ex first class on taxpayers dime)
* Likely Attack
  + Obama/Pelosi Dem
  + Supports higher taxes and defends Obamacare
  + Hasn’t tried to reduce the deficit
  + Never actually voted for a budget
  + Voted against american business interests (trade agreements)
  + Holds personal stocks in Asian stocks and companies
  + Increase in his wealth while in Washington
  + Voted for the Iran Deal
  + Supported raising the Social Security Age
  + Supported Simpson bowles gas tax increase
* Attacks from the Left
  + Gave Obama permission to negotiate TPP
  + Vote limiting the syrian refugee program
  + Voted to weaken Dodd-Frank
* Fundraising
  + 2015- 1.5 million
  + Q1 2016- 450,000
* Strengths and Weaknesses
  + Strength- backed by planned parenthood and environmental interests
    - PP local, state, and national levels have supported his campaign
    - League of Conservation Voters backs him
  + Weakness
    - Vote for TPP changed his special interest game
      * His large support from the labor groups has been limited after the vote
      * Many labor groups are going to sit this election out
      * US Chamber of Commerce has run ads consistently against Bera

REPUBLICANS

* Self Frame
  + Oath to protect people and to stand up for them
  + Courage to change the country
* Best Attacks
  + Untrustworthy head of scandal-ridden Sacramento Sheriff Department
  + Abused taxpayer dollars
    - Cab rides, meals, flight upgrades
    - Paying for the concealed carry permit fee ( half of the money spent on the concealed carry fee is paid for by taxpayers so that the fee is reduced enough, increase from 300 to 8000 permit since the lowering of the fee)
    - Protects misbehaving deputies with this money
    - Used taxpayer money to pay for cab rides and meals while in DC
  + Flip Flop on Issues
    - Would support immigration reform, took a trip to DC that was funded by an anti immigration hate group
  + Tolerated and rewarded police brutality & spent money defending the officers that use this excessive force
* Jones
  + Criminal Justice Major - CSU Sacramento
  + JD from Lincoln law center
  + Westpoint Leadership Program- graduate
  + FBI national executive initiative graduate
  + Adjunct professor at community and state colleges
  + HITS
    - No to Defund Planned parenthood - Said that he is “pro life” but wouldn’t defund PP – opposed taxpayer abortions
    - Anti choice
    - Will support Trump as the nominee
    - Wall for immigration
    - “undocumented immigrants often engage in criminal activities (false immigrants have a lower crime rate than natural born americans)
    - Opposed amnesty and DACA /DAPA Exec orders
    - Doesn’t live in the district
    - Sexual assault cases while he was the head of the Main Jail
    - Employee has filed a sexual harassment law suit against him
    - Cases of police brutality and excessive force

GOALS FOR VOTES

* Consolidate the base
* Gain support with women and AAPI
* Win Independent vote
* Increase Hispanic and African American Turnout
* Secure the Vote by Mail voters