

How MASA Supports Californians

1. Economic strength with real security. California is one of the strongest economies in the nation, but too many families still feel financially exposed. MASA says real strength should be measured by safer communities, dependable jobs, and a government that turns economic power into stability for everyday people. A prosperous state should create peace of mind for workers, retirees, and families trying to stay rooted in the communities they love.

2. Affordability is part of safety. A family is not truly secure when rent, groceries, utilities, insurance, and transportation costs keep climbing faster than income. MASA treats affordability as a public issue because economic strain weakens households and erodes opportunity. The goal is to help Californians keep more of what they earn, reduce everyday pressure, and restore confidence that a middle-class life in this state is still worth building.

3. Protect jobs, work, and the middle class. MASA supports the dignity of work and the belief that hard work should lead to stability. That means protecting jobs, supporting local enterprise, encouraging skilled trades, and making it easier for neighborhood businesses to grow. California workers deserve a climate where effort is rewarded, employers can plan ahead, and the middle class is not squeezed between rising costs and economic uncertainty.

4. Fiscal discipline builds public trust. Families balance budgets every month, and state government should do the same. MASA supports careful budgeting, clear priorities, and responsible stewardship so essential services are protected without shifting future burdens onto working Californians. Public trust grows when government acts with discipline, plans for the long term, and proves that taxpayer resources are being managed with seriousness and respect.

5. California already supports America. Californians help power the broader nation through trade, agriculture, innovation, logistics, manufacturing, and labor. MASA embraces that legacy and says California should stand proudly as a state that strengthens America while also protecting its own people. When our farms produce, our businesses invest, our ports move goods, and our workforce stays productive, the benefits travel far beyond our borders.

6. Safety means stronger communities. Public safety is not only about law enforcement; it is also about strong schools, open storefronts, protected neighborhoods, and dignified retirement. MASA supports safer communities by promoting stability for families, teachers, business owners, and seniors. When neighborhoods are orderly, affordable, and connected, people can build a future with confidence, and California grows stronger from the ground up.

7. Stronger together, united for the future. MASA should be a message of union, responsibility, and shared purpose. Californians come from many backgrounds, but they are united by the desire for opportunity, safety, and accountable leadership. This vision calls on Californians to stand together, support one another, and build a state that is more secure, more affordable, and more confident in its future. A stronger California helps build a stronger America.

A safer, stronger California begins when Californians stand together.