



Take It Back.

Agenda

A Policy Framework to Take Back the Texas Dream.

“My campaign is about how we take back the power to steer our own lives—no more political games, no more backroom deals, no more partisan theater, no more kowtowing to corporations.

Let’s free our kids from tech, forge an economy that puts workers first instead of pushing them out, and empower people to build the life they want in their own communities. This agenda is a bet on Texans—and that is the safest bet there is.”

BOBBY COLE
FOR GOVERNOR

Where Texas Stands

Texas is booming—for a small few. Billions of dollars are flooding into our state, yet working families aren't seeing the benefit. Instead, they're paying more for housing, more for electricity, more for insurance, and getting less security in return.

THE WEALTH IS BEING HOARDED AT THE TOP.

Six Pillars to Take Back the Texas Dream

1. Housing: Building the Middle Class
2. Energy: Cheap, Reliable, All-the-Above
3. Cost of Living: De-Rigging the Economy
4. AI & the Future of Work: Workers Over Corporate Interests
5. Healthcare: Putting Texans First
6. Education: Investing in Texans

Housing

Building the Middle Class,
Putting Homeownership Back in Reach

REBUILD THE MIDDLE CLASS BY
PUTTING HOMEOWNERSHIP BACK IN REACH
FOR TEACHERS AND FIRST RESPONDERS,
NOT JUST INSTITUTIONAL INVESTORS.

40

Average age of first-time homebuyer
in Texas (up from 30 before 2008)

306K

The current Texas housing deficit

43%

Of homes in Dallas County sold to
institutional investors (2021)

52%

Of homes in Tarrant County sold to
institutional investors (2021)

Abbott's Failure

In almost every major Texas metro, the median earner cannot afford a median-priced home.

- Abbott tweeted that corporate buying “seems to be distorting the market”—then sat on his hands.
- His campaign received millions from real estate tycoons and real estate interests.
- Result: No regulation of institutional buying, working families systematically outbid by hedge funds.

Bobby Cole's Plan

- **Statewide “By-Right” Standards:** Accelerate the implementation and oversight of SB 840, so that Texas’ 19 largest cities build midrise apartments (6+ stories) on all land currently zoned for commercial use.
- **Families First Tax:** A new tax on firms buying 50+ houses will fund down-payment assistance for regular Texas families.
- **Ban Bulk Purchases:** Prohibit bulk sale of foreclosures to single institutional buyers. Give individual families first right of refusal.
- **Property Tax Circuit Breaker:** Cap total property tax bills at a fixed percentage of household income for primary residences. No Texan should be taxed out of their home.

“WHEN WORKING PEOPLE CAN AFFORD HOMES, EVERYTHING ELSE FALLS INTO PLACE. HOME OWNERSHIP ISN’T JUST SHELTER—IT’S ABOUT BUILDING WEALTH, STABILITY, AND THE MIDDLE CLASS.”

— BOBBY COLE

Energy Cheap, Reliable, Clean All-of-the-Above

BUILD AN ENERGY ARSENAL THAT MAKES TEXAS THE GLOBAL LEADER IN AFFORDABLE, RELIABLE ELECTRICITY FOR FAMILIES.

+29%

Texas electricity rates increase
(2020-2024)

+208%

Wholesale electricity price spike
(2021-2023)

Abbott’s Failure

- Riot Blockchain earned \$31.7 million in one month in energy credits—more than it made mining Bitcoin.
- During Uri, Riot made \$125 million selling power back at crisis prices.
- These subsidies are paid through “uplift” charges on Texans’ bills.

Pay-to-Play Regulation

- After 2021, the energy industry donated \$4.6 million to Abbott.
- Kelcy Warren (Energy Transfer CEO) donated \$1 million shortly after the freeze.
- Result: No mandatory weatherization, no grid connection; failures “securitized” onto consumer bills.

Bobby Cole's Plan

- **Make Big Tech Pay:** Establish a new Large Load Rate Class. Data centers must sign 14-year contracts and pay infrastructure costs upfront, ensuring residential ratepayers don't subsidize corporate profits.
- **Interconnect Texas:** End "energy island" status by building HVDC tie-lines to the Eastern and Western grids to import power during disasters.
- **Ditch the Red Tape:** Digitize and streamline permitting for all energy sources (solar, wind, nuclear, gas) to flood the market with cheap supply.
- **Replace PUC commissioners with consumer advocates, not industry insiders.**
- **Mandatory Winterization:** Replace voluntary standards with mandatory, inspected requirements.
- **Stiff penalties for non-compliance.**

**CHEAP, CLEAN, AND RELIABLE ELECTRICITY.
WHEN THE GRID WORKS FOR FAMILIES INSTEAD OF CRYPTO
MINERS AND MASSIVE AI COMPANIES, EVERYONE WINS.**

Cost of Living De-Rigging the Economy

**DE-RIG THE ECONOMY BY USING THE STATE'S
POWER TO LOWER THE COST OF EVERYDAY LIFE.**

7TH

Texas ranks as 7th most regressive tax system in America

13% v 3%

Lowest 20% of earners pay ~13% of income in taxes; top 1% pay <3%

+40%

Homeowners insurance increase in two years

+55%

Auto insurance increase since COVID

Abbott's Failure

- Under Abbott's TDI Commissioner, insurers can implement rate hikes before state review.
- TDI rarely rejects increases as excessive.
- Homeowners and drivers left holding the bag as insurers jack up rates.

Corporate Welfare

- 85% of companies receiving breaks would have located in Texas anyway.
- Multi-billion dollar facilities pay pennies while homeowners face appraisal spikes.

Bobby Cole's Plan

- **Active Rate Review:** The Texas Department of Insurance (TDI) will automatically audit any rate increase exceeding inflation.
- **Ban "Junk Fees":** Outlaw "facility fees" in healthcare and "convenience fees" for paying utility bills online.
- **Texas-Made Medicines:** Texas will manufacture its own generic insulin and sell it at-cost at pharmacies, capped at \$11 per pen.

TEXANS SHOULDN'T BE SQUEEZED TO PAD CORPORATE MARGINS. WHEN WE DE-GOUGE THE ECONOMY, PEOPLE CAN ACTUALLY GET AHEAD.

AI & Future of Work

Workers over corporate interests

ENSURE THE AI REVOLUTION CREATES TEXAS JOBS, NOT JUST CORPORATE AUTOMATION.

30%

Of current U.S. jobs could be automated by 2030

HIGHEST RISK

Entry-level white-collar jobs—the ladder to middle class

Abbott's Failure

- Abbott signed HB 149—written by industry lobbyists.
- Only prohibits discrimination if “intent” can be proven—an impossibly high bar.
- Most algorithmic bias is unintentional (bad training data).
- Result: Disparate impact discrimination is effectively legalized.
- No private right of action: Only AG can enforce.
- Zero provisions for worker retraining or protections against surveillance.

Bobby Cole's Plan

- **A Worker's Bill of Rights:** Ban invasive “bossware” (eye-tracking and keystroke logging) on Texas workers.
- **Retraining Fund:** A modest fee on massive automation will fund rapid retraining for workers displaced by AI.
- **The Right to Sue:** Give individual Texans the private right of action to sue if an algorithm wrongfully denies them a home or job.

THE DATA CENTER PROBLEM

Texas is booming with AI data centers. Economic growth is good, but working families shouldn't pay the price for it. Data centers require enormous amounts of electricity, straining our grid and driving up energy costs for everyone else. In other states, residential ratepayers are subsidizing infrastructure for corporate profit.

Bobby Cole's Plan

Making Big Tech Pay Its Fair Share

- **New Rate Class for Large Energy Users:** Data centers and factories sign 14-year contracts with minimum demand charges. They pay their fair share of grid infrastructure.
- **Upfront Payment Requirements:** Infrastructure costs get paid even if facilities never get built. No more socializing costs while privatizing profits.
- **Community Benefit Agreements:** Major data center projects must commit to local hiring, worker training programs, and infrastructure improvements for surrounding communities.

Healthcare

Putting Texans first

ENSURE EVERY TEXAN HAS ACCESS TO AFFORDABLE, QUALITY HEALTHCARE—NO MATTER WHERE THEY LIVE OR WHAT THEY EARN.

21.6%

Texans without health insurance—
highest uninsured rate in the nation

26

Rural hospitals closed since 2010, the
most in the country

Abbott's Failure

- Refused to expand Medicaid for over a decade, leaving billions in federal dollars unclaimed while 1.4 million working Texans fall into the “coverage gap.”
- Blocked access to reproductive healthcare, forcing women to travel hundreds of miles or go without care.
- Rural hospitals closing at alarming rates as communities lose access to emergency care.
- Texas’ maternal mortality rate (56%) far outpaces the national average (11%) largely due to the high number of uninsured women and wide spread rural maternity care deserts.

Bobby Cole’s Plan

Expand Medicaid

- Finally accept federal expansion dollars to cover 1.4 million working Texans stuck in the coverage gap.
- Bring home over \$5.4 billion annually in federal funds that Texas taxpayers are already paying for.
- Keep rural hospitals open and bring healthcare jobs to underserved communities.
- Every \$1 in supplemental and directed payment spending creates \$5 in additional economic impact to the state.

Protect Women’s Health

- Restore access to reproductive healthcare and family planning services.
- Ensure doctors can provide the full range of care their patients need without political interference.
- Protect women’s right to make their own healthcare decisions with their doctors.

Slash Prescription Drug Costs

- Build on Texas-Made Medicines to manufacture additional generics at-cost.
- Allow the state to negotiate drug prices for state employee and Medicaid programs.
- Crack down on pharmacy benefit managers (PBMs) that drive up costs.

LEGALIZE MARIJUANA

Texas could be generating billions in tax revenue through medicinal marijuana use that helps patients manage chronic pain. Instead, under Governor Greg Abbott, Texas maintains criminal penalties for marijuana use leaving what should be used for property tax relief and to drive down costs for everyday Texans on the table.

Bobby Cole's Plan

- Legalize cannabis and regulate it like alcohol: age limits, safety standards, don't drive high.
- Create a regulated market that generates tax revenue while providing safe access for patients.
- Use tax revenues for property tax relief to save Texans money and to help rural farmers who need new revenue streams.

HEALTHCARE IS A KITCHEN-TABLE ISSUE FOR EVERY TEXAS FAMILY. IT'S TIME TO STOP PLAYING POLITICS AND START PUTTING PATIENTS FIRST.

Education Investing in Texans

47TH

Texas ranks 47th in per-student spending, ~\$4,000 below national average

21.4%

Teacher turnover rate (2022-2023)—historic high

Abbott's Failure

- Held legislature hostage to pass school vouchers, draining hundreds of millions from public schools.
- Schools aren't underfunded because of a true lack of money in the budget; they're underfunded because of bad political choices.
- Texas teachers are leaving because we don't value them.

Bobby Cole's Plan

- **Match the National Average:** Use the surplus to close the \$4,000 funding gap per student.
- **Teacher Emergency:** Declare teacher pay to be an emergency item and hire 25,000 new teachers with competitive salaries.
- **Commit to investing public dollars into public schools:** Strictly block any expansion of vouchers, which drain money from public schools for private school vouchers. Bobby will do this while also pursuing voucher repeal.

WHEN WE INVEST IN EDUCATION, WE INVEST IN OUR FUTURE. TEXAS TEACHERS DESERVE RESPECT, RESOURCES, AND FAIR PAY. NO MORE EXCUSES.

The Bottom Line

Texas has the wealth. We have the people. We have the innovation. What we need is leadership that works for the people who built this state—not the donors who bought the current administration.

**WHEN WORKING PEOPLE HAVE POWER,
EVERYTHING ELSE FALLS INTO PLACE.**

Let's Take It Back.

BOBBY  COLE
FOR GOVERNOR