

THE JACKSON ACTION PLAN

BUILD WHAT WORKS FOR EVERY GEORGIA FAMILY

“ Georgia does not need another governor who simply wants the title.
Georgia needs a governor who wants the work. ”

- Rick Jackson

**Five actions to lower costs, strengthen schools, improve healthcare,
restore public trust and keep Georgia families safe.**

FIVE ACTIONS

ONE MISSION: FOR GEORGIA FAMILIES

1

LOWER COSTS, REDUCE TAXES, INCREASE JOBS AND GROW OPPORTUNITY

Cut taxes responsibly, lower government-created costs, support entrepreneurs, and create strong pathways into good careers in every region of Georgia.

2

BUILD STRONG SCHOOLS AND CLEAR PATHWAYS FOR EVERY CHILD

Make third-grade reading the foundation, support and pay teachers, give parents choices, prepare every student for a career, and strengthen support for foster children.

3

MAKE HEALTHCARE AFFORDABLE, ACCESSIBLE AND ACCOUNTABLE

Expand Medicaid intelligently, put patients and providers first, rebuild rural access, lower costs, and publish the results.

4

CLEAN UP GOVERNMENT AND RESTORE PUBLIC TRUST

Require disclosure, punish self-dealing and corruption, strengthen campaign-finance enforcement, impose term limits, audit every dime and make agencies answer for results.

5

KEEP GEORGIA FAMILIES SAFE

Support law enforcement, make ending child sex trafficking a statewide mission, clear crime-lab backlogs, address mental illness in the justice system, and publish public-safety results.

FOR GEORGIA FAMILIES. BUILD WHAT WORKS.

ACTION. IMPACT. GOVERNOR.



A PLAN BUILT FOR GEORGIA FAMILIES

Making Georgia better for every family is personal to Rick Jackson.

Every child deserves stability. Every parent deserves a fair chance to build a good life.
Every family deserves a government that works as hard as they do.

WHY RICK IS RUNNING

Rick did not grow up with the stable family every child deserves. He never met his father. His mother was a 6th-grade educated waitress. He had 7 stepfathers by age 12, and he attended 13 schools.

A turning point came when his first foster family showed him the love and stability a family can provide. Sitting at their noisy dinner table, then watching everyone hold hands and pray, changed the direction of his life.

Rick is running for every family and for every child who needs someone to believe in them.

A BUILDER WHO WILL DO THE WORK

At heart, Rick is a builder. He spent his career building organizations, assembling strong teams, creating jobs and solving hard problems.

In the real world, leaders are judged by outcomes. A Problems are solved by setting clear goals, putting the right people in place, measuring the results, and refusing to stop until the job is done.

The mission is For Georgia Families. The method is to Build What Works. Rick is running for one job — Governor of Georgia — and asking Georgians to put him to work.

HOW RICK WILL GOVERN



SET CLEAR GOALS

Every major initiative will begin with a defined outcome for Georgia families.



BUILD STRONG TEAMS

The right people will be put in place and given clear responsibility for delivery.



MEASURE WHAT MATTERS

Timelines, costs, access, service levels and outcomes will be tracked.



PUBLISH AND IMPROVE

The public will see the results, and programs that do not work will be fixed or ended.

“ You cannot solve challenges with press conferences. You fix them by setting clear goals, putting the right people in place, measuring the results and refusing to stop until the job is done. ”

- Rick Jackson



1

LOWER COSTS, GOOD JOBS AND MORE OPPORTUNITY

REDUCE TAXES. LOWER GOVERNMENT-CREATED COSTS. GROW OPPORTUNITY IN EVERY REGION.

Nothing is more important than making Georgia more affordable. Many families are working harder than ever and still feel as though they are falling behind. The Jackson Action Plan will treat affordability like the crisis it is — by reducing taxes, lowering costs created by government delay, growing good jobs, and expanding opportunity across the state.

PUT MORE MONEY BACK IN FAMILY BUDGETS

- **Cut Georgia's income tax in half over Rick's first term.** The reduction will be carried out responsibly, with spending discipline, strong revenue safeguards, and protection for the core services families depend on.
- **Lower the property tax burden and end hidden increases.** Before a local government raises property taxes, taxpayers will receive specific notice, have a public hearing, and see an elected board take a recorded vote. No more quiet increases buried in confusing paperwork.
- **Eliminate the state income tax on tips.** Servers, bartenders, hotel workers, drivers, and other Georgians who depend on gratuities should keep more of what they earn.
- **Suspend the state gas tax during major price shocks.** When a hurricane, international conflict or other outside event sends fuel prices sharply higher, families should receive immediate relief at the pump.
- **Eliminate state taxes on energy.** Families and small businesses should see the relief directly in their monthly utility bills.

"Economic growth should lift the community that hosts it, not leave local families footing the bill."

LOWER HOUSING COSTS AND MAKE GROWTH WORK FOR LOCAL COMMUNITIES

- **End the government delay tax on housing.** Modern technology will be used to streamline permits and inspections, set clear deadlines, and hold government accountable when it fails to meet them. Every month of delay adds financing, construction and final housing costs.
- **Set community-first standards for data centers.** No new data center should be approved unless the local community supports it, the project provides real local benefits, it does not increase local utility costs, and it meets strict environmental standards.

"Delay is a tax. Under the Jackson Action Plan, government will stop adding that tax to the cost of housing."

GROW JOBS, SMALL BUSINESSES AND OPPORTUNITY IN EVERY REGION

- **Expand access to capital and practical training for entrepreneurs and small businesses.** The Jackson Action Plan will support locally owned businesses in every region of Georgia, not only the businesses large enough to navigate a complicated state system on their own.
- **Deploy microtech centers when a region loses a major employer.** These compact, fast-moving training hubs will be tied to local employers and designed to help displaced workers move quickly into high-demand careers.
- **Expand apprenticeships and work-based learning.** More Georgians should be able to earn while they learn, gain practical experience, and move directly into careers with local employers.
- **Make public assistance a bridge to independence and success.** People receiving assistance who are able to work will be connected with local employers, job training, and education so the program leads toward opportunity rather than permanent dependence.

"A strong economy is measured by whether a family has a cushion at the end of the month, a young person can find a good job close to home and a small business can grow without being buried by costs and delay."



2

STRONG SCHOOLS & CLEAR PATHWAYS FOR EVERY CHILD

IMPROVE LITERACY. SUPPORT TEACHERS. GIVE PARENTS CHOICES. PREPARE EVERY STUDENT FOR LIFE.

The most important promise a state can make to a child is that it will prepare that child for a successful life. The Jackson Action Plan begins with reading, restores order and support in classrooms, gives families educational freedom, and builds a clear path from school to a good job.

LITERACY FIRST

- **Set one clear elementary-school outcome: every child reading on grade level by the end of third grade.** Literacy is the foundation for everything that follows in school and in life.
- **Support proven, foundational reading instruction.** Schools will focus on methods that build the basic skills children need to become confident readers.
- **Identify children who are falling behind early.** Small gaps should be found quickly, while there is still time to close them.
- **Provide intensive help before a reading gap becomes a permanent barrier.** Students who need more support will receive it early and with urgency.
- **Stop automatically advancing students who have not met basic literacy standards.** Promotion should reflect real readiness, accompanied by the intervention a child needs to succeed.

SUPPORT TEACHERS AND RESTORE ORDER IN THE CLASSROOM

- **Give teachers consistent discipline policies and the authority to maintain order.** Teachers cannot teach and students cannot learn in disorderly classrooms.
- **Work with the General Assembly to raise teacher pay.** Georgia should recruit, reward, and retain the best teachers in the country.

PUT PARENTS IN CHARGE OF THE EDUCATION THAT FITS THEIR CHILD

- **Protect educational choice for every family.** Parents should be free to choose the setting that works for their child — a traditional public school, charter school, private school, or homeschool.

“Parents know their children best.”

CREATE A CLEAR PATH AFTER HIGH SCHOOL

- **Equip career counselors to help every student choose a path.** Students should understand the opportunities available through a four-year degree, technical education, an apprenticeship, or direct entry into the workforce.
- **Align technical-college programs with the needs of local employers.** Training should lead to jobs that actually exist in the communities students call home.
- **Make skilled careers a first-choice opportunity, not a second-class option.** Georgia will expand work-based learning, apprenticeships, and practical on-the-job training so students can build experience before graduation.

HOLD DOWN THE RISING COST OF HIGHER EDUCATION

- **Freeze tuition, room and board at Georgia’s public colleges and technical schools.** Families should not be priced out of opportunity or forced into crushing debt by rapidly rising education costs.

FOSTER CHILDREN AND FOSTER

- **Provide foster children with educational support and life-skills training.** Children in foster care should have the tools they need to succeed as adults, not be left to navigate the transition alone.
- **Improve training, payments and placement support for foster parents.** Families willing to open their homes should receive stronger preparation and practical support.
- **Invite churches and community organizations to stand beside foster families for the long haul.** The goal is a durable network of support around the child and the family, not help that disappears after placement.

“The measure of a successful education system is whether children can read, teachers feel supported, parents have choices and graduates can move into a good job without being crushed by debt.”



3

AFFORDABLE, ACCESSIBLE & ACCOUNTABLE HEALTHCARE

PUT PATIENTS AND PROVIDERS FIRST. EXPAND ACCESS INTELLIGENTLY. LOWER COSTS. PUBLISH THE RESULTS.

Rick Jackson has spent decades building healthcare organizations and helping put skilled professionals where patients need them. He has seen extraordinary doctors, nurses, therapists, technicians and caregivers do life-changing work. He has also seen how paperwork, shortages, opaque prices, insurance delays, and broken systems keep them from doing their best work. The Jackson Action Plan will put patients, families and medical professionals back at the center of healthcare.

PUT PATIENTS AND DOCTORS – NOT INSURANCE COMPANIES – IN CHARGE

- **Strengthen protections against unreasonable delays and denials of medically necessary care.** Healthcare decisions should be made by patients, families and doctors, not routinely delayed or denied by an insurance company protecting its profit margin.
- **Hold insurers accountable when their practices harm Georgians.** Accountability must apply when delay, denial or administrative practices prevent patients from receiving necessary care.

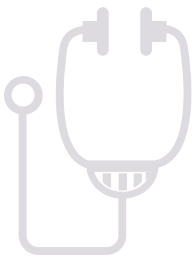
MAKE HEALTHCARE PRICES CLEAR BEFORE THE BILL ARRIVES

- **Require meaningful price transparency.** Every Georgian should know what a healthcare service costs before receiving the bill and be able to compare high-quality, cost-effective options.

MAKE HEALTH RECORDS PORTABLE, SECURE AND CONTROLLED BY THE PATIENT

- **Give every Georgian secure access to a complete health record.** A patient's health information belongs to the patient and should move safely from one provider to another.
- **Reduce repeated paperwork, tests and unnecessary costs.** Better movement of information will help doctors make better decisions and keep patients from starting over each time they see a new provider.
- **Standardize forms and eliminate unnecessary administrative work.** Physicians, nurses, and other professionals should spend more time treating patients and less time fighting fragmented systems.

"Your health information belongs to you."



INTELLIGENT MEDICAID EXPANSION

EXPAND COVERAGE WITH ACCOUNTABILITY – NOT A BLANK CHECK OR A NEW PERMANENT BUREAUCRACY.

The goal is not simply to add names to a government program.

The goal is to connect more Georgians to care, strengthen rural healthcare, support work and independence, and deliver measurable value for taxpayers.

A GEORGIA-DESIGNED PATH TO COVERAGE

- **Close the coverage gap for low-income working adults and families.** Expand coverage for Georgians who earn too much for traditional Medicaid but too little to afford reliable coverage on their own.
- **Use a Georgia-designed waiver and preserve state flexibility.** Expansion should be built around Georgia patients, communities, and taxpayers rather than a one-size-fits-all bureaucracy.
- **Support work, education, training, caregiving and recovery.** For adults who are able to work, coverage should be paired with practical pathways into employment and independence while recognizing education, job training, caregiving, and treatment.
- **Reduce paperwork barriers that keep eligible Georgians from care.** Enrollment and renewal should be clear, modern, and accountable, not a maze that causes eligible people to lose coverage because a form was missed.

MAKE EXPANSION WORK FOR PATIENTS AND TAXPAYERS

- **Use private and employer coverage when it provides better value.** Medicaid resources should help Georgians keep or obtain private coverage when that option improves choice, continuity and cost-effectiveness.
- **Direct new resources toward care, not administrative growth.** Rural hospitals, primary care, mental-health and substance-abuse treatment, maternal care and the healthcare workforce should be first in line.
- **Protect taxpayers with strong eligibility verification and anti-fraud safeguards.** Modern data tools will verify eligibility, identify improper payments, and make sure dollars reach people who qualify.

COVERAGE MUST LEAD TO CARE — AND CARE MUST LEAD TO BETTER RESULTS

Intelligent Medicaid expansion will be judged by whether Georgians can actually see a doctor, whether rural hospitals remain open, whether families become healthier and whether taxpayers receive honest value for every dollar.



REBUILD ACCESS IN RURAL AND UNDERSERVED GEORGIA

- **Stabilize rural hospitals and expand services in underserved areas.** Routine care should not require a long drive, an excessive wait or a community losing the services it depends on.

BUILD THE HEALTHCARE WORKFORCE GEORGIA NEEDS

- **Expand rural residency slots for new doctors.** Training more physicians in rural communities will help Georgia recruit and retain them where the need is greatest.
- **Grow nursing and health-specialty programs in Georgia schools.** More Georgians should be able to earn the certifications and degrees needed to fill critical healthcare jobs.
- **Enact fair medical-liability reform.** Georgia should be able to recruit and retain more doctors while preserving accountability for genuine wrongdoing.

USE THE POWER OF THE STATE TO LOWER COSTS AND STOP WASTE

- **Use state purchasing power to drive down costs.** Georgia will seek better prices for drugs, equipment, technology, and other healthcare needs.
- **Aggressively pursue fraud, waste and abuse in state healthcare programs.** Modern technology will be used to protect taxpayers, and the savings will be directed back to patient care.

TREAT MENTAL HEALTH AND SUBSTANCE ABUSE AS CORE HEALTHCARE NEEDS

- **Build out mental-health and substance-abuse treatment capacity statewide.** A serious healthcare plan must include both, with care available before a crisis becomes a tragedy.
- **Set a clear access standard for children in crisis.** A parent should not have to wait more than one month to get help for a child in crisis.
- **Add inpatient psychiatric beds across Georgia.** The expansion will create real treatment capacity for families and communities that cannot find an appropriate placement today.

MAKE HEALTHY MOTHERS AND HEALTHY BABIES A STATEWIDE PRIORITY

- **Invest more resources in prenatal and postpartum care.** The goal is to reduce infant and maternal mortality in every part of Georgia.

“Georgia can lead the country in healthcare by prioritizing patients and providers — and taking on insurance companies.”

**4****ETHICAL GOVERNMENT AND RESTORED PUBLIC TRUST****ONE SET OF RULES. STRONG ENFORCEMENT. RESPONSIVE SERVICE. PUBLIC ACCOUNTABILITY.**

Public office should be about service, not a personal branding exercise or a stepping stone to the next national title. Government should have one set of rules, and those rules should apply to everyone. The Jackson Action Plan will strengthen ethics enforcement, end insider advantages, and make state government answer to the people it serves.

APPLY ONE SET OF ETHICS RULES TO EVERYONE

- **Require public officers and state employees to disclose conflicts of interest and outside income.** The public deserves to know when an official's private interests could affect public decisions.
- **Strengthen penalties for self-dealing.** No one should be able to use public power for private benefit, and insiders should not operate under a separate set of rules.

BUILD CORRUPTION ENFORCEMENT WITH REAL TEETH

- **Establish a Statewide Public Corruption Unit.** The unit will prosecute state matters and serve as a force multiplier for local prosecutors investigating corruption.
- **Strengthen criminal penalties for serious campaign-finance violations.** Rules governing money in politics must be enforceable, not optional.
- **Prohibit all fundraising during the legislative session.** Lawmakers should not be raising money while voting on budgets, regulations, contracts, and policies that directly affect donors and taxpayers.

ENACT MEANINGFUL TERM LIMITS

- **Lead the effort for meaningful term limits.** Public service should not become a lifetime career. Both parties need this reform because no office belongs to a politician; it belongs to the people.

ELIMINATE BOARDS, COMMISSIONS AND PROGRAMS THAT DO NOT DELIVER VALUE

- **Evaluate every state board and commission.** Each one will be required to demonstrate clear public value, and those that are unnecessary or unproductive will be eliminated.

AUDIT EVERY DIME AND MAKE GOVERNMENT WORK FOR THE CUSTOMER

- **Audit every dime of state government.** Spending should be tied to results, and taxpayers should be able to see whether programs are delivering what they promised.
- **Modernize state technology and clear backlogs.** Outdated systems should not cause lost paperwork, endless transfers, or months of waiting for basic service.
- **Build a customer-centered state government.** When a Georgian calls or visits a state agency, the public should be treated as the reason government exists, not as an interruption to its work.

MAKE EVERY MAJOR AGENCY ANSWER PUBLICLY FOR RESULTS

- **Set clear goals and measurable timelines for every major agency.** Leadership will be judged by completed work rather than announcements and claims.
- **Require public reporting on performance.** Georgians will see the results, including where an agency is succeeding, where it is falling behind, and what will be done to fix it.

"The public is not an interruption to the work of government. The public is the reason government exists."



5

SAFE FAMILIES AND SUPPORTED LAW ENFORCEMENT

SUPPORT OFFICERS. UPHOLD HIGH STANDARDS. SPEED JUSTICE. END CHILD SEX TRAFFICKING.

Nothing else in the Jackson Action Plan works if a family does not feel safe in its home, a child does not feel safe walking to school or a small-business owner is afraid to open the door. A governor sets the tone. Rick Jackson will make public safety a daily responsibility, support law enforcement with the resources and confidence to do the job, and demand effective, constitutional policing.

STAND WITH LAW ENFORCEMENT AND UPHOLD HIGH STANDARDS

- **Give law-enforcement officers clear support, high standards and the right resources.** Officers should have confidence that elected leaders will not abandon them.
- **Make public safety a daily responsibility.** Leadership should focus on staffing, readiness and performance every day, not only after a crisis.
- **Demand effective, constitutional policing.** Supporting law enforcement and insisting on professional, constitutional conduct are not competing goals. Good leadership does both.

MAKE ENDING CHILD SEX TRAFFICKING A STATEWIDE LAW-ENFORCEMENT MISSION

- **Implement and strengthen a statewide law-enforcement division with one overriding mission: end child sex trafficking in Georgia.** The state will bring sustained focus, coordination, and accountability to protecting children and pursuing traffickers.

END CRIME-LAB BACKLOGS AND SPEED UP PROSECUTIONS

- **Invest in additional certified crime laboratories.** Testing backlogs will be reduced so evidence does not sit on a shelf while victims wait and dangerous offenders remain on the street.

ADDRESS MENTAL ILLNESS WHERE IT INTERSECTS WITH THE JUSTICE SYSTEM

- **Use rapid telemedicine evaluations in jails and courts.** Jails should not become warehouses for untreated illness, and court cases should not stall for weeks while everyone waits for an evaluation.

RECOGNIZE THE SERVICE OF LAW ENFORCEMENT AND VETERANS

- **Work to provide tax relief for members of Georgia's law-enforcement community and veterans.** The relief will be a practical recognition of the people who have served and protected Georgia and the nation.

"Safe streets and neighborhoods are a basic promise government owes every family — and it is one we will deliver."