

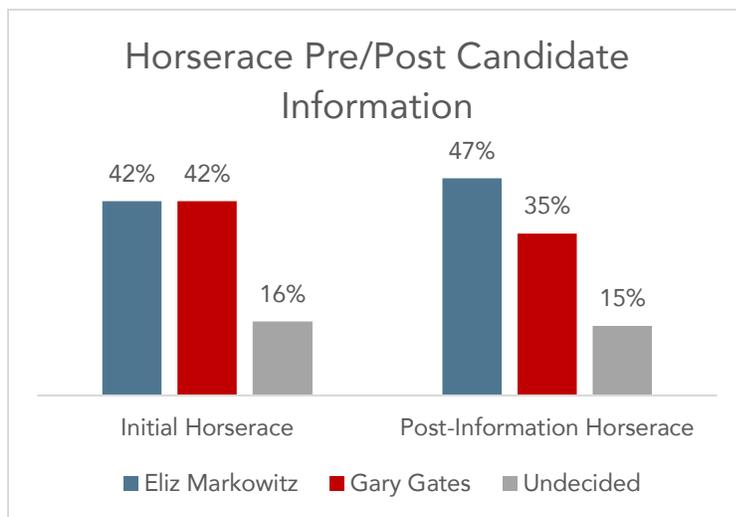
December 20, 2019

TO: Eliz Markowitz for Texas HD 28

FROM: Terrance Woodbury, Roshni Nedungadi, *Partners – HIT Strategies*

OPPORTUNITY FOR ELIZ MARKOWITZ IN TX 28TH

Dr. Eliz Markowitz has a big opportunity to flip the 28th Texas State House District in a late January general election runoff. Our internal polling shows that the race is still wide open at this time, and introducing likely voters to Dr. Markowitz moves them to vote for her with substantial margins. Currently, Dr. Eliz’s name ID in the district is at 61 percent ¹ so there is significant opportunity to introduce Dr. Eliz to the likely voters in this race, and to an expanded electorate that has yet to engage in this cycle.



A plurality of voters in this district (43 percent) believe that we need to send Democrats to the Texas legislature that can work across the aisle and fix the hyper-partisanship that is stagnating our politics. Voters in Texas HD-28 also prioritize access to healthcare, improving education, and lowering prescription cost as their most important issues. Dr. Eliz’s career of service and commitment to ensuring equal access to quality education and healthcare speak directly to the priorities of the HD-28 voters and uniquely position her to flip this seat.

¹ Survey conducted December 10-16, 2019 of 500 likely runoff voters in Texas’ 28th State House District. The margin of error for this poll is +/- 4.4%

Eliz Markowitz for Texas' 28th State House District
Initial Polling Insights – PAC Memo - HIT Strategies

Most important for the Texas legislature to address?	Total
Improving access to healthcare	27%
Improving K-12 public schools	23%
Making prescription costs affordable	22%
Improving infrastructure like roads and bridges	19%
Making college more affordable	14%
Immigration reform that keeps families together	14%
Raising the minimum wage	10%
Reducing gun violence	10%
Protecting voting rights	9%
Criminal justice reform	7%
Improving flooding response	7%
Fighting racism and hate crimes	5%

Dr. Eliz has done the hard work over the course of her career. All we must do for the duration of this campaign is deliver this compelling story to voters that have been looking for a candidate just like her. In fact, after just hearing a short bio on Dr. Eliz, 58 percent of voters say they are more likely to support her, with 33 percent saying they are *much* more likely to support her. The key to her victory will be expanding the electorate to include a younger, more diverse group of voters. Among these groups (millennials and gen-z, Black, Latinx, and Asian voters), Dr. Markowitz leads Gates by a substantial margin.

With the proper resources to get her story out there, and the ability to expand the electorate and mobilize a more diverse coalition, Dr. Eliz is the best candidate to flip HD-28 and trailblaze a path towards Democrats taking control of the Texas State House.