



California Budget
& Policy Center



2026

MEDIA KIT

Advancing public policies that
expand opportunities and promote
well-being for all Californians.



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About Us

English

The California Budget & Policy Center (Budget Center) is a nonpartisan research and analysis nonprofit based in Sacramento, California, advancing public policies that expand opportunities and promote well-being for all Californians.

We highlight inequities in our state — specifically in budget choices and public policies affecting low and middle income households, women, immigrants, American Indians, Asian, Black, Latinx, and Pacific Islander Californians, as well as other Californians of color, people with disabilities, and LGBTQ+ Californians — and identify policy pathways that expand economic opportunities and promote well-being for all Californians.

Spanish

El Centro de Presupuestos y Políticas de California (Centro de presupuestos) es una entidad sin fines de lucro independiente de investigación y análisis que impulsa las políticas públicas que expanden las oportunidades y promueven el bienestar de todos los californianos.

Our Name

- Full name: The California Budget & Policy Center (use “the” before full name)
- We use the ampersand.
- Second reference: The Budget Center
- Social media handle: @CalBudgetCenter
 - Include links to platforms (Bluesky, X, LinkedIn, YouTube)



Key Facts

✓	Founded: 1995
✓	Headquarters: Sacramento, California
✓	Nonprofit status: 501 (c)(3)
✓	Staff: 24
✓	Areas of focus: State budget and fiscal policy; tax and revenue systems; federal–state policy interactions; programs that support family economic security; health access; stable and affordable housing; early learning and care; and reducing poverty and inequity in California. California fiscal and revenue policy, federal policy, tax & revenue, safety net, health, housing & homelessness, child care & preschool, poverty & inequality
✓	Geographic Focus: Statewide
✓	Major Accomplishments: Shaping the California Earned Income Tax Credit (CalEITC), influencing equitable budget decisions, expanding public understanding of disparities, creating the Women’s Well-Being Index, and serving as a trusted source for media, legislative panels, philanthropy, and advocates.

Select Staff Directory

Executive

Chris Hoene, Executive Director



Communications

Mauricio Torres Jr., Communications Director

Kyra Moeller, Communications Manager

Kat Petsalis, Communications Manager



Analysts

Alissa Anderson, Policy Director

Scott Graves, Budget Director

Laura Pryor, Research Director

Kayla Kitson, Senior Policy Fellow

Monica Saucedo, Senior Policy Fellow

Adriana Ramos-Yamamoto, Senior Policy Fellow

Monica Davalos, Senior Policy Analyst

Hannah Orbach-Mandel, Policy Analyst

Nishi Nair, Policy Analyst



Outreach

Sasha Feldstein, Strategy & Impact Director

Lilian Duong, Outreach Manager

Ines Rosales, Outreach Strategist



Press Office



Mauricio Torres Jr., *Communications Director*

Mauricio ensures that the Budget Center's values and vision for a just and equitable California remain central in public discourse. He collaborates closely with the Budget Center team to engage policymakers, advocates, and media, amplifying the organization's data and policy expertise to advance equitable policies for Californians historically excluded from the state's prosperity.



Kyra Moeller, *Communications Manager*

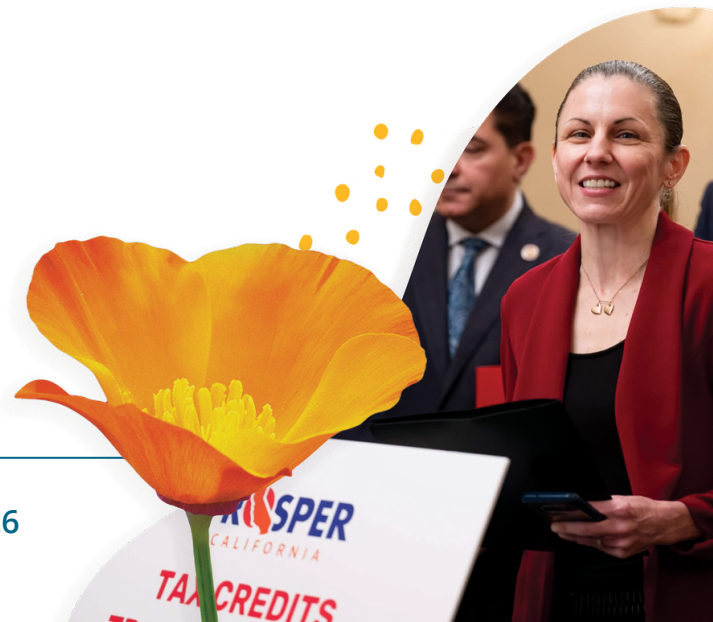
Kyra develops and executes the Budget Center's public relations strategies to promote the organization, strengthen its reach, and keep its audiences engaged and informed. Through media training, event promotion, communication campaigns, and more, Kyra aims to amplify the organization's mission to improve public policies affecting the economic and social well-being of Californians with low and middle incomes.

For press inquiries, email press@calbudgetcenter.org.

Services & Expertise

The Budget Center can provide:

- Expert interviews on California and federal policy impacts
- Research support and data analysis
- Visualizations, charts, and infographics for media
- Policy commentary and briefings
- Topics include:
 - budget, taxes and revenue solutions,
 - safety net, health, housing, homelessness,
 - child care, and education



Our Experts



Chris Hoene, *Executive Director*

Chris has led the California Budget & Policy Center since 2012. Under his leadership, the organization has grown significantly, shaped policies like the California Earned Income Tax Credit, and strengthened partnerships to make the budget process more accessible for Californians. He has over 20 years of experience in state and local fiscal policy.



Alissa Anderson, *Policy Director*

Alissa oversees research to support policies that will create a more equitable economy. She has provided policy recommendations and analytical support to a coalition of advocates working to strengthen and expand California's Earned Income Tax Credit (the CalEITC) since the credit's creation in 2015.



Scott Graves, *Budget Director*

Scott oversees the organization's work on state and local budget processes, advocating for equitable access to quality, affordable care and highlighting ongoing racial disparities and fiscal costs of California's overreliance on incarceration. Scott's work on budget processes gives Californians the tools they need to engage and advocate for fair and just policy choices effectively.



Laura Pryor, *Research Director*

Laura oversees research to strengthen California's early care and education system. She produces analyses to support expanding opportunities for families to access the early care and education programs that best meet their needs. Her work strives to center priorities urgent for families and child care providers to contribute to an equitable early care and education system.



Kayla Kitson, *Senior Policy Fellow*

Kayla leads research, authors publications, and provides technical assistance related to state tax and revenue policies. The primary goal of her work is to advance policies that make the state's tax system more fair and ensure that it raises enough revenue to support the services Californians need to thrive.



Monica Saucedo, *Senior Policy Fellow*

Monica leads research on public policies related to the social safety net and their effect on Californians with low incomes. Her current work focuses on the CalFresh, CalWORKs, and SSI/SSP programs, with the goal of promoting equity in policy-making through robust research and building systems that improve the welfare of marginalized communities.



Adriana Ramos-Yamamoto, *Senior Policy Fellow*

Adriana leads research and analysis on issues that impact Californians' health and well-being. While her work is primarily focused on health care and behavioral health, she also highlights the social determinants of health, recognizing that a wide range of budget and policy decisions can positively impact the health and well-being of Californians.



Monica Davalos, *Senior Policy Fellow*

Monica leads research on the intersection of homelessness, housing, and health. Her work uncovers the challenges Californians face to secure housing and emphasizes the need to center compassionate, evidence-based policies and budget choices to ensure all Californians have an affordable, stable, and dignified place to call home.



Hannah Orbach-Mandel, *Policy Analyst*

Hannah conducts research and analysis on gender equity and supporting California workers. The goals of her work are to advance policies that promote equitable working conditions for all workers, especially women and people of color, and to improve the lives of California women and families.



Nishi Nair, *Policy Analyst*

Nishi conducts research on various topics, including justice system reform, gender equity, and economic security. Her work aims to understand how public programs can serve the needs of their communities more efficiently, identify gaps in their objectives, and propose solutions to strengthen them.

Impact & History



Thirty years of Progress

1990's: Foundations

1992: Advocates and civic leaders create the idea for a new organization focused on state budget analysis for low- and middle-income Californians. The California Budget Project is born.

1994: Becomes 12th member of the State Fiscal Analysis Initiative (now State Priorities Partnership).

1995: Officially incorporated; Jean Ross becomes the first Executive Director. First in-state grant from the James Irvine Foundation.

1998: Early work prioritizes state/federal budget analysis, minimum wage advocacy, and response to 1997 federal welfare reform (CalWORKs education roadshow).

2000's: Navigating Crises

2001–2003: 9/11, recession, and Governor Gray Davis's recall reshape California politics. Budget Project provides expert analysis during turbulent years.

2007: Great Recession hits; Budget Project informs state budget discussions and helps protect Californians from severe service cuts.

2010's: Growth & Policy Wins

2011: Jerry Brown elected Governor; Budget Project helps pass Prop. 30 to stabilize state budget.

2012: Jean Ross steps down; Chris Hoene becomes Executive Director. The organization grows and deepens its focus on equity.

2014: Advocates for Prop. 47, reclassifying nonviolent drug offenses and saving the state millions.

2010's: Growth & Policy Wins Continued...

2015: ACA fully implemented in California; Budget Center partners with health advocates to expand access. California Budget Project rebrands as California Budget & Policy Center. Plays a key role in establishing California Earned Income Tax Credit (CalEITC).

2016: Releases first California Women's Well-Being Index, a county-level composite index measuring women's outcomes statewide.

2017-2018: Trump administration policy threats prompt public education on federal budget impacts; Board establishes equity as a strategic priority.

2020's: Innovation & Equity

2020: COVID-19 pandemic exposes gaps in health and safety net systems; Budget Center pivots to urgent policy analysis. Following George Floyd's murder, the organization publicly pledged to be an anti-racist organization.

2020: Communications team leads website rebuild and brand refresh.

2023: Returns to in-person Policy Insights event; celebrates community and equity. Medi-Cal expanded to all eligible Californians regardless of immigration status.

2024: Launches Budget Power Project (BPP) to strengthen local budget advocacy and equitable outcomes.

Today & Beyond

- Celebrating over 30 years of research, policy impact, and partnership.
- Continues to advance policies that expand opportunities and promote well-being for all Californians.
- Ongoing focus: revenue solutions, confronting new threats, ensuring equitable budgets, and supporting Californians' access to essential services.

Policy Insights: Annual Conference

About Policy Insights Conference

The California Budget & Policy Center's Policy Insights Conference brings together the state's leading policy experts, advocates, and community leaders to exchange ideas, share research, and strategize for a more equitable and inclusive California.

Despite ongoing challenges, California remains one of the wealthiest regions in the world, with the resources to ensure everyone can access basic needs — including food, health care, housing, child care, and a strong safety net. Policy Insights emphasizes defending policies that safeguard well-being, dismantling systemic inequities, and centering the voices of Black, brown, and other historically underrepresented communities.

Why It Matters

- Provides a forum for collaborative problem-solving and policy strategy.
- Highlights emerging research, state and federal policy changes, and equity-driven initiatives.
- Strengthens partnerships among policymakers, advocates, and community leaders statewide.

Who Attends

Policymakers, legislative staff, and elected officials; advocates and nonprofit leaders; researchers and academics; media covering California policy

Key Features

- Expert panels and presentations on budget, tax, health, housing, child care, and equity policies
- Networking opportunities with state and community leaders

Learn More / Registration

Visit calbudgetcenter.org/PolicyInsights to learn more about the annual conference.

Budget Academy: Core Training & Resource Hub



About Budget Academy

The Budget Center's Budget Academy is a go-to source for understanding and navigating California's state budget. It gathers tools, videos, guides, and expert insights designed to strengthen advocacy and promote informed decision-making for an equitable California.

Why It Matters

- Provides easy-to-use resources (glossaries, guides) to demystify budget terms and processes.
- Builds budget literacy for advocates, community groups, and media, expanding participation in budget policy discussions.
- Helps translate budget decisions into impact-focused narratives for communities historically excluded from those conversations.

What We Offer

- A complete glossary of budget- and revenue-related terms (e.g., "trailer bill," "operating surplus").
- Guides like "Guide to the California State Budget Process" explain roles, timeline, and opportunities for impact.
- A video library of explainer content on key topics in the budget process.

Learn More / Access Resources

Visit the BudgetAcademy.org for full access to training modules and resource guides.



Women's Well-Being Index



County-Level Measure of Women's Outcomes

About the WWBI

The California Women's Well-Being Index (WWBI) is a county-level, composite index that shows how women are faring throughout California. It includes 30 indicators across five dimensions: Health, Personal Safety, Employment and Earnings, Economic Security, and Political Empowerment. The Index provides a clear picture of where women across the state are thriving and where additional investment is needed.

Why It Matters

The WWBI helps policymakers, advocates, and researchers identify gaps and opportunities to improve women's outcomes. It informs strategies to advance gender equity, support women's economic security, and improve health, safety, and political representation.

Key Features

- 30 indicators measuring women's well-being across five dimensions
- County-level data, allowing localized insights
- Uses rigorous methodology, including standardized z-scores, to ensure comparable, actionable results
- Developed in partnership with the Women's Foundation of California and vetted by experts across the state

Learn More / Access Resources

Visit calbudgetcenter.org/WWBI to explore the visualization.

Dollars + Democracy



Annual Budget Training

About Dollars & Democracy

Dollars & Democracy is the Budget Center’s signature state-budget training designed to demystify how California’s state (and sometimes county) budget and policy processes work. It equips advocates, community organizations, and policy-minded media with the knowledge and tools to engage effectively — and influence how resources are allocated and policies are shaped.

Why It Matters

- Translates the complexities of California’s budget and policy-bill processes into actionable insights for community voices and organizers.
- Builds capacity among groups historically excluded from budget decision-making.

Key Features

- Training modules that cover the state budget cycle, policy vs. budget bill tracks, timelines, and key decision points.
- Practical tools and guides (for example: “Dollars and Democracy: An Introduction to the State Budget Process”) for participants to use in their advocacy work.

Multimedia Assets & Resources

- **Logos:** color, black/white, horizontal/vertical
- **Staff headshots** (high resolution)
- **Infographics and charts from recent reports**
- **Navigating the state budget process**
- **Budget Academy**
- **Resources page**

