

JACKIE REYES-YANES MEDIA FACT SHEET

AT A GLANCE

- **Full Name:** Jackie Reyes-Yanes
- **Current Position:** Candidate for Ward 1, Council of the District of Columbia
- **Occupation:** Public Servant and Community Leader
- **Residence:** Ward 1, Washington, DC
- **Website:** jackieforward1.com
- **Social Media:** IG - X @warriorforward1 | FB: <https://www.facebook.com/profile.php?id=61581923504141>
- **Media Contact:** info@jackieforward1.com
- **Languages:** English and Spanish

WHY SHE MATTERS

Jackie Reyes-Yanes is a Salvadoran-American public servant with more than two decades of experience serving Washington, DC residents.

If elected, she would become the first Latina ever elected to the Council of the District of Columbia, bringing the lived experience of an immigrant, working mother, and longtime Ward 1 resident directly to the DC Council.

WHO IS JACKIE?

Born in El Salvador, Jackie arrived in Washington, DC in 1990 at age 12 after fleeing civil war. She grew up in Mount Pleasant and experienced many of the same challenges facing Ward 1 families today, including economic hardship, housing instability, and raising a family while pursuing opportunities.

Those experiences shaped her lifelong commitment to public service and community advocacy. For more than 30 years, Ward 1 has been her home.

LEADERSHIP EXPERIENCE

- Director, Mayor's Office of Community Affairs (MOCA)
- Executive Director, Mayor's Office on Latino Affairs (MOLA)
- Director of Latino Affairs and Community Outreach for former Ward 1 Councilmember Jim Graham
- Former staff member, Latin American Youth Center (LAYC)

HISTORIC LEADERSHIP

- First Salvadoran to lead the Mayor's Office on Latino Affairs
- First Latina to serve as Director of the Mayor's Office of Community Affairs
- Candidate to become the first Latina elected to the DC Council

RESULTS THAT MATTER

- Helped connect more than 20,000 residents to critical services during the COVID-19 pandemic
- Expanded immigrant legal defense and protection programs for DC families
- Helped strengthen housing stability and rental assistance initiatives
- Led multilingual outreach efforts connecting residents to government services
- Built partnerships between government, nonprofits, businesses, and neighborhood organizations
- Helped lead the team behind the 2024 Guinness World Record for the world's largest pupusa
- Led efforts resulting in the Sister City Agreement between Washington, DC and San Salvador

JACKIE - THE WARRIOR FOR WARD 1

SIX PRIORITIES FOR A WARD 1 WE CAN ALL AFFORD

Small Business Revival

Launch a Small Business Activation Program providing direct grants of \$5,000 to \$50,000 for equipment, renovations, inventory, hiring, and expansion. Create Cultural and Commercial Corridor Destinations, activate neighborhood festivals and events, establish a One-Stop Business Solutions Hub, and implement a Small Business First Right of Purchase program to help local businesses stay and grow in Ward 1.

Rat FREE Ward 1

Implement a results-driven strategy to tackle rodent infestations by enforcing existing trash laws, improving coordination between DC agencies, fixing missed sanitation pickups, deploying targeted block-by-block interventions in hotspot areas, and expanding rodent-resistant trash cans across Ward 1. The focus is simple: execution, accountability, and measurable results.

Neighborhood Solution Center

Establish a first-of-its-kind Neighborhood Solution Center where paid Senior and Youth Community Ambassadors work side by side to help residents solve problems, access services, and strengthen neighborhoods. The Center will include a constituent hotline with a 72-hour response guarantee, street-level outreach, and monthly neighborhood town halls.

Affordable Housing

Keep Ward 1 affordable by expanding homeownership opportunities through HPAP, strengthening rent control protections, creating an Anti-Displacement Task Force with real enforcement tools, and increasing the supply of affordable housing so working families can remain in the neighborhoods they helped build.

Affordable Childcare

Ensure every child has access to affordable, high-quality childcare by expanding infant and toddler care, increasing childcare capacity through public and private partnerships, supporting childcare providers, and helping working families manage the rising cost of care.

Community Safety

Build safer neighborhoods through better lighting, activated parks and public spaces, youth employment opportunities, and community-based solutions that address the root causes of crime while improving quality of life for residents.

CAMPAIGN MESSAGE

"I've spent more than 20 years helping residents navigate government, access resources, and solve problems. Now I'm running to bring that same hands-on leadership to the DC Council. My commitment is simple: show up, listen, and deliver results so every resident, every family, and every small business has the opportunity to thrive in a Ward 1 we can all afford."

**FOR A WARD 1 WE CAN ALL AFFORD.
THE TIME IS NOW.**

JACKIE - THE WARRIOR FOR WARD 1

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