

Peter Coe “Pete” Verbica is a fiscal conservative and pragmatic problem-solver endorsed by the Santa Cruz and Santa Clara County Republican Central Committees. A Certified Financial Planner® with decades of business and financial experience, he brings real-world discipline to public service at a time of rising debt, inflation, and economic uncertainty.

During his statewide campaign for the California Board of Equalization, Pete Verbica advanced to the top two position and earned over 925,000 votes, improving Republican performance by double digits. He understands how to compete and govern in California.

Pete believes the federal government must focus on its core duties: protecting national security, securing borders, safeguarding election integrity, and preserving the value of the U.S. dollar. Inflation acts as a hidden tax on working families, and responsible fiscal policy is essential to restoring stability and opportunity.

He supports energy reliability, expanded water infrastructure, wildfire mitigation, competitive healthcare reform, and practical immigration solutions that respect the rule of law and economic realities. He believes opportunity should be based on merit and equal treatment under the law.

A father of four daughters, including one who served in the U.S. Navy, Pete has long supported servicemembers and veterans. He previously chaired a military care committee that sent hundreds of care packages to sailors and Marines. He also supports education, youth arts, and California State Parks.

Peter Coe Verbica believes in clear-eyed, constitutional, and accountable governance that strengthens families, protects liberty, and promotes long-term prosperity.