

## **Candidate Name:** Tommy Smigiel

**Occupation:** Assistant Principal

**Employed By:** Norfolk Public Schools

**Years of Elected Service:** 2010-Present

**Seat Desired:** City Council, Ward 5

**Campaign Name:** Friends of Tommy Smigiel

**Web Address:** <http://www.tommymigiel.com>

**Education:** Old Dominion University - BS - Interdisciplinary Studies - 5th - 8th Grade Science and Social Studies

Minor: Geography

Cambridge College - M. Ed. - School Administration and Supervision Pre-K-12

**Affiliations:** Virginia Municipal League - Health and Education Legislative Policy Committee Member

Virginia Coalition for Open Government

Education Association of Norfolk Member

East Ocean View Civic League Member

Old Dominion University Darden College of Education Advisory Committee

Norfolk Jaycees Honorary Member

Urban League of Hampton Roads Honorary Award

Old Dominion University Distinguished Alumni Award - 2009

2008 Norfolk Teacher of the Year

2008 Virginia Teacher of the Year

2008 National Teacher of the Year Finalist

**Previous Campaigns:** Norfolk City Council 2010

**Why are you running for office?:** The decision to run again was not made lightly. Serving in public office brings demands and challenges, both personally and professionally. But after consulting my family, and with their full support and encouragement, I am prepared to rededicate myself to serving the public, my neighbors and our city. I am running for re-election to keep Ward 5, as part of the conversation for what makes Norfolk a great place to live, work, and play.

**Describe any issues that are of special concern to you within the City of Norfolk and how you might address them. Please be specific.:** With an aging housing stock in Norfolk, as a city we have to find ways to get homeowners to invest in upgrading their housing to make it attractive to new homeowners. This

is why I pushed council to renew the “Come Home to Norfolk” tax abatement program that had sunset last year. I will be working with the City Manager’s office over the next year to develop a pilot program in which city staff advertise to a particular neighborhood, letting them know of this opportunity through literature drops and a “town hall” style meeting.

**What is your overall vision for Norfolk?:** Additional Job Opportunities, Affordable Housing, Additional Open/Recreational Space, Strong Schools

These four items will bring more young families to our city. We have to find a way to attract those who travel into our city each day for work to want to live in our city.

**What activities have you been involved with that support the business community?:** Last year I pushed for the elimination of the policy that new restaurants in Ward 5 could not have the same ABC hours as grandfathered establishments. AJ Gators invested in a 6,000 square foot restaurant in Ocean View because of this change.

I meet with Economic Development on a regular basis on projects for Ward 5. I have been an advocate for over 10 projects in Ward 5 since elected. I am currently working with East Beach Company and Economic Development on bringing an organic grocery store to Ocean View.

**What lines of communication will you use to involve the business community in discussions on issues that impact the business environment?:** Anytime the Chamber of Commerce has invited me to speak at a committee meeting I have been there and have attended other Chamber events over the last three and half years.

As the Co-Chair of the Ocean View Task Force, I specifically reached out to the president of the Ocean View Business Association to make sure they had a presence at our meetings. Over the summer, I will be part of forming the new East Little Creek Rd. Task Force which will include participation from the business community.

**What are the business concerns of your legislative district and how do you plan to address them?:** Ward 5 and the north part of the city are ripe for the growth of small businesses. Many new small businesses would like to invest here, but struggle to find assistance to get started. Eliminating the BPOL tax for new businesses would be a start. We need to offer some of the same economic development incentives we use to attract large businesses for small businesses as well.

**In your opinion, what makes Norfolk unique that poses either challenges or advantages for businesses?:** Challenge: With the newer legislation from the Virginia General Assembly allowing some flexibility on the BPOL Tax, I have asked for us to look into changing our ordinance on this Virginia Beach and Chesapeake have taken advantage of a change in the law to offer an exemption for new businesses and we should do the same.

Advantage: Our tax abatement program is also good for business looking to expand. Any changes of at least 40% to the value of the property is tax free for 10 years.

**What do you believe are the core responsibilities of city government and what will you do on Council to make sure these are adequately funded?:** Neighborhoods

Schools

## Public Safety

I am supportive of a budget that makes these a priority. During budget conversations I was vocal about adequately funding these priorities. Last year, I did not support the budget because these items were not receiving the funding needed. I will continue to be an advocate for making sure proper funding is allocated.

**How will city government improve or be strengthened as a result of the leadership and vision that you will bring to the city council?:** I have found that after knocking on hundreds of doors since the beginning of my campaign that my voters have appreciated my openness when making decisions that impact them. They also appreciate accessibility to their government representatives. I am the only council member that maintained an active constituent web site for the last four years: [www.norfolkward5.com](http://www.norfolkward5.com). I was part of the reason why all Norfolk City Council meetings are now televised. I will continue to advocate for a transparent city hall.

**Describe your understanding of the City's current budget. What are your concerns? What are your priorities?:** I believe Norfolk has the best City Manager in Hampton Roads. Budget is his strength. Because of his work, with staff, we have seen a better bond rating. He has also gotten the city back on track for getting an improved long term forecast. I am concerned that with state cuts, lower than expected revenue and debt accumulated from large projects, that the city is still behind other localities when it comes to funding priorities. We tend to balance our budget each year with previous year surpluses or not filling vacant positions.

**Do you feel there is waste in the city budget? If so, please cite specific areas where you would reduce or reallocate funding.:** Yes, - I championed the ordinance establishing the Anonymous City of Norfolk Fraud, Waste and Abuse Hotline. This hotline has brought attention to some matters that have already saved the city money.

I believe we have to continue going through department budgets and find services that are "fluff" and can be eliminated because of duplication or "historical" reasons. Our citizens expect us to be good stewards of their tax dollars we need to continue enforcing policy that makes this happen.

**What can City Council do to support and help improve Norfolk Public Schools?:** We need to continue supporting the School Board and Superintendent's strategic plan. I have witnessed first hand that accountability at the schools is at the highest it has ever been. Council can continue supporting this by making sure we have the best school board members representing the school system. Right now, I believe we have one of the strongest school boards in about a decade. I met with some of the members on a regular basis to discuss their priorities and to make sure I understand their vision. Council needs to do the same - more regular meetings.

**Considering the city's limited revenue stream, how would you balance the needs of education versus other areas in the Norfolk City budget?:** Education is one of Norfolk's top priorities, but this is not the case when it comes to local funding. We may have reached a point in our budget that the school system can not handle the expenses for building maintenance. In order to meet this demand and others, we may have to look at shifting some future project money off to the side to help the school system get back on track.

**Do you support an elected school board? Why or why not?:** I am in favor of an elected school board and worked three years ago on the petition drive to get this on the ballot.

First, our citizens need the opportunity to be able to tell us if they want this change. Getting a referendum will allow us to hear our citizens.

I support an open and accountable government. Having an elected school board allows us to let citizens hold school board members accountable directly.

**What are your thoughts on transportation/transit planning and what you see as Norfolk's needs over the next 5 to 10 years?:** As a city council we have made the Patriots Crossing "Third Crossing" project our number one local and regional transportation project. This project will divert traffic from the Hampton Roads Bridge Tunnel. It creates new strategic economic growth opportunities, supports naval and military readiness and links port facilities.

**Do you favor the expansion of light rail? If so, where and how do you propose funding the expansion?:** While new money from the General Assembly did not include money for light rail expansion, the City of Norfolk is poised to receive some form of assistance to continue the expansion of the light rail starter line. I voted to support a study to expand light rail to other parts of Norfolk. This needs to be a regional approach as it will benefit the whole region. I am interested in public/private partnerships working to fund light rail.

**What do you see as the greatest untapped opportunity for economic development in Norfolk?:** Workforce Development - Norfolk has not done a great job on working with the business community on identifying where our greatest needs are for trained/skilled employees. We need to work with our public schools and universities on making sure we are providing the necessary training needed to support our businesses.

**What would you do as a City Council member to promote economic vitality within the city of Norfolk? Please describe the model, tools or incentives you would support to boost economic development.:** 1. We need to get our own ED house in order. With a new ED Dir. we need to look at some restructuring to focus on identified needs. We may even need to look at splitting the office into a large and small business divisions. 2. We need to look at how current tools such as the Enterprise Zone is marketed to new businesses. This is already a powerful tool that may not be being used to fullest. 3. We need to look at how other ED grants are distributed throughout the city. Access to those funds should be city-wide, although the impression is given that it is only for downtown projects.

**How would you encourage job creation and retention in the City of Norfolk?:** I believe attracting and retaining mid to high level paying jobs should be a priority. I believe that Norfolk is an attractive city for young professionals, but we lack in the availability of new jobs. With a growing stock of new housing units in downtown, new single family home construction throughout Norfolk and the charm of many of our traditional neighborhoods, we have houses ready for young professionals and their families to move in. We need to do a better job of how we brand and market our city.

**What can the City of Norfolk do to diversify our local economy and become less dependent on the three pillars of defense spending, tourism and the port?:** I think we need to focus some of our Economic Development funding on start-ups. We need to find more ways to assist those with an entrepreneurial spirit in getting their businesses going.

I also believe that Norfolk is ripe for expanding our Craft Beer businesses. With access to the highest quality of drinking water and the ports, we have so much potential for growing these opportunities.

**Candidate Name:** James (Jim) T. Driggers**Occupation:** Civil Service**Employed By:** USN**Years of Elected Service:** 0**Seat Desired:** City Council - Ward 5**Campaign Name:** JimDriggersForCityCouncil**Web Address:** <http://jimdriggersforcitycouncil.com/>**Education:** 1) B.S. in Occupational Education/Southern Illinois University

2) M.S. in Elementary Education/Old Dominion University

3).Ed.S. in Educational Administration/The George Washington University

4) Ph.D. Candidate in Instructional Design and Technology/Old Dominion University (course work/comps complete, currently ABD)

**Affiliations:** Professional and Civic Affiliations:

1) Norfolk Public Schools, Board Member (2005 - 2011)

2) Council of Great City Schools, Board of Directors Member (2008 - 2011)

3) Lake Whitehurst West Civic League, Treasurer (2002 - present)

Norfolk Public Schools - School Board Member

**Military Service:**

28+years in the United States Navy

Rank: Command Master Chief, USS Theodore Roosevelt

**Awards:**

Meritorious Service Medal (3 Awards)

Navy Commendation Medal (1 Award)

Navy Achievement Medal (2 Awards)

Numerous other Campaign and Service awards

**Previous Campaigns:** None**Why are you running for office?:** I believe I am the best option to represent the citizens of Norfolk and specifically Ward 5.

**Describe any issues that are of special concern to you within the City of Norfolk and how you might address them. Please be specific.:** Education - Norfolk is on the threshold of becoming a truly great city. We require substantial improvement in our public education system.

Housing/Real Estate: Density is different for various portions of the city. The balances in down town Norfolk and Ward 5 respectively, should be preserved.

A Citizen/Business Friendly Government: A city ready to address the concerns of it's citizens is a base line requirement. We must be responsive to business concerns/initiatives while ensuring compliance to standards/ordinances.

**What is your overall vision for Norfolk?:** Norfolk will be recognized as the pre-eminent destination for entertainment/shopping and as a wonderful place to call home.

**What activities have you been involved with that support the business community?:** My only significant support of the local business community has been to shop and buy Norfolk. I would work to make additional shopping opportunities to the citizens of Norfolk by ensuring a more business friendly city.

**What lines of communication will you use to involve the business community in discussions on issues that impact the business environment?:** Most interaction will be through e-mail and personal communication such as phone calls and visits. While most electronic forms of communication (Web pages, Facebook, etc.) may work for many as their preferred method to reach out to their elected officials, once that initial contact has been made, their is no substitute for personal interaction (and the occasional e-mail).

Several significant, immediate improvements would be the revitalization of the Little Creek Road Business Association and partnering with the Ward's Corner Business Association.

**What are the business concerns of your legislative district and how do you plan to address them?:** The biggest issue facing the business community in Norfolk is the state of our current education system. As businesses continue to grow in this area, it is vital they have an educated workforce capable of being trained to acquire and hold truly satisfying and rewarding jobs while meeting the needs of their employers.

An educated and successful population is vital to for business to continue to grow and prosper within the city.

**In your opinion, what makes Norfolk unique that poses either challenges or advantages for businesses?:** The biggest advantage to Norfolk is its central location to the entire mid-Atlantic region. Our direct port access if one of our greatest resources.

Our biggest challenge in the regional transportation system. Solutions such as improvements to the road system and additional mass transit options are a necessity.

**What do you believe are the core responsibilities of city government and what will you do on Council to make sure these are adequately funded?:** Education: While funded to a great extent by the state, Norfolk should strive to continue to support the School system to a greater extent than required by law, as it currently does and has in the past.

**Public safety:** Our police and firefighters are the first line of defense necessary to maintain a safe Norfolk. Their support and fair treatment is a base line necessity.

**Infrastructure:** A safe, secure community with multiple opportunities for recreation and entertainment.

**How will city government improve or be strengthened as a result of the leadership and vision that you will bring to the city council?:** I have proven myself at being able to set direction and obtain results when working with a large diverse group of my peers. Leading a Chief Petty Officer Mess with 15 Master Chiefs, 60 Senior Chiefs, and over 150 Chief Petty Officers required skills in problem solving, root cause analysis, and gaining consensus.

Additionally, 6 years on the Norfolk School Board which required much of the same skill set, was an excellent opportunity to gain experience in the skills required to perform well on City Council.

**Describe your understanding of the City's current budget. What are your concerns? What are your priorities?:** I believe I could identify areas for possible redistribution if not elimination with out jeopardizing the services it currently provides.

**Do you feel there is waste in the city budget? If so, please cite specific areas where you would reduce or reallocate funding.:** I would not feel comfortable at this time making statements about a document I have not have the opportunity to fully digest at the level required make decisions/recommendations of this important nature.

**What can City Council do to support and help improve Norfolk Public Schools?:** Encourage change in the manner in which Norfolk Public Schools operates from administration to instruction. The very definition of insanity is "continuing to do the same thing over and over and expect different results".

**Considering the city's limited revenue stream, how would you balance the needs of education versus other areas in the Norfolk City budget?:** As stated above, this requires a through analysis in a venue where specific responses to question that arise could be answered. Merely reading the budget in a vacuum without the opportunity to obtain the miniscule details does not allow for a response at this time.

**Do you support an elected school board? Why or why not?:** Yes. It would allow citizens of the city to hold their respective school board members more accountable that under the current system.

**What are your thoughts on transportation/transit planning and what you see as Norfolk's needs over the next 5 to 10 years?:** A significant improvement to the transportation route to and from the ports. This will not only relieve congestion in and around the ports but impact traffic throughout the city as well.

**Do you favor the expansion of light rail? If so, where and how do you propose funding the expansion?:** I DO favor the expansion of light rail if/when the value can be demonstrated to be favorable. This would require more than a look at the "bottom line". An additional metric is how it would impact and/or improve the quality of life of the residents of our city.

**What do you see as the greatest untapped opportunity for economic development in Norfolk?:** An increase in retention of the students that pass through our regional institutions of higher learning. A vast number of highly educated and capable people come to Norfolk and leave without ever learning

what the area really has to offer more than five miles away from campus (with the possible exception of the beach and downtown).

**What would you do as a City Council member to promote economic vitality within the city of Norfolk? Please describe the model, tools or incentives you would support to boost economic development.:** As stated earlier, implementing and maintaining an environment that is quick and responsive to business concerns and initiatives while ensuring compliance to standards and ordinances will encourage the growth of new ventures across the city.

**How would you encourage job creation and retention in the City of Norfolk?:** Improvement to the school system would be first and foremost on the agenda. An educated citizenry would accomplish both.

**What can the City of Norfolk do to diversify our local economy and become less dependent on the three pillars of defense spending, tourism and the port?:** While tourism and the ports are a significant portion of our local economy, they are far more certain and less susceptible in these times to changes than the third portion of the triad this question is based on. The most significant concern we should be investigating is how to balance loses in the defense spending arenas. This could be addressed by increased partnering with local defense installations to ensure we were aware of the resources that would available when/should the time come for decreased in local defense spending and possible base closures. This would allow us to be better prepared to repurpose those resources.

**Candidate Name: Glen Jones****Occupation:** Self Employed**Employed By:** PlayGrounds Etc.**Years of Elected Service:** 0**Seat Desired:** Norfolk City Council**Campaign Name:** Citizens for Glen Jones**Web Address:****Education:** Morgan State university psychology degree**Affiliations:** civic league president, pastor, former board member of S.T.O.P. organization, founder of south hampton roads parents coalition, Director of Choices a childrens group to help school drop-outs.**Previous Campaigns:****Why are you running for office?:** To assist with helping all who are interested in seeing our great city continue to grow. To see that all children receive the best education that can get. To assist in seeing new creation of workforce housing and that our seniors are treated fairly. Also to create good jobs for our military that are returning not just minimum wage jobs.**Describe any issues that are of special concern to you within the City of Norfolk and how you might address them. Please be specific.:** Public Education we have been behind on a lot of fronts in this field and it is time to get this corrected. I feel that the only way to combat this is for us to have an elected school board answerable to the people.**What is your overall vision for Norfolk?:** For us to continue to improve on what makes us a great city like our ports, trains, and industry markets, as well as a good relationship with our military.**What activities have you been involved with that support the business community?:** Being a business owner, board member of a non-profit group that creates jobs for communities S.T.O.P. organization**What lines of communication will you use to involve the business community in discussions on issues that impact the business environment?:** I feel that direct engagement, as well as partnerships and resources to keep an already strong business community healthy.**What are the business concerns of your legislative district and how do you plan to address them?:** Job creation. I plan on bringing new jobs to the city. One would be to fix our infrastructure like roads and schools.**In your opinion, what makes Norfolk unique that poses either challenges or advantages for businesses?:** Norfolk sits in the middle of all the seven cities and offers a diverse option for businesses.**What do you believe are the core responsibilities of city government and what will you do on Council to make sure these are adequately funded?:** To see that our city remains strong and to bring the best jobs to our city and continue to keep a strong relationship with our military and our core companies like Norfolk Southern, the ports, and trade and be ready to assist them to see they continue to stay strong.

**How will city government improve or be strengthened as a result of the leadership and vision that you will bring to the city council?:** I have always been an out of the box thinker as well as a person who loves to research for new things to improve on what works well with what ever business is in need. I bring strong leadership as well as the know how to build.

**Describe your understanding of the City's current budget. What are your concerns? What are your priorities?:** To have a strong balanced budget that includes Schools and infrastructure funding.

**Do you feel there is waste in the city budget? If so, please cite specific areas where you would reduce or reallocate funding.:** Yes we donot spend enough on our roads i would put more into this area.

**What can City Council do to support and help improve Norfolk Public Schools?:** Let the School Board be elected by the people

**Considering the city's limited revenue stream, how would you balance the needs of education versus other areas in the Norfolk City budget?:** Put off things that are not very vital and start with the schools that are in need the most and build from there.

**Do you support an elected school board? Why or why not?:** Yes! Education starts at home and kids are answerable to the parents and parents pay the taxes and those sitting on the school board are paid by those taxes so they should be answerable to the tax payer.

**What are your thoughts on transportation/transit planning and what you see as Norfolk's needs over the next 5 to 10 years?:** Norfolk needs to fix the roads and we need to expand light rail to other citys as well as the new trainstation to other cities

**Do you favor the expansion of light rail? If so, where and how do you propose funding the expansion?:** Yes we can find the funds through price cost as well as showing other cities how important it is to join in with us for the greater good.

**What do you see as the greatest untapped opportunity for economic development in Norfolk?:**  
Building new workforce housing that would create thousands of jobs

**What would you do as a City Council member to promote economic vitality within the city of Norfolk? Please describe the model, tools or incentives you would support to boost economic development.:**  
Continue to build on our infrasture Schools and Railways and Ports

**How would you encourage job creation and retention in the City of Norfolk?:** I would try to create 5.000 more jobs to bring norfolks unemployment to 4%

**What can the City of Norfolk do to diversify our local economy and become less dependent on the three pillars of defense spending, tourism and the port?:** Concentrate on bringing large companys like H.P. and Microsoft and and become stronger in shipping.

**Candidate Name:** william h collins**Occupation:** consultant**Employed By:** self**Years of Elected Service:** none**Seat Desired:** ward3**Campaign Name:** william h collins jr**Web Address:****Education:** maury hs bowiestate university bowie md dale carnigie institute vol**Affiliations:** volunteer trinty Baptist church food bank over 10 yearsnone**Previous Campaigns:****Why are you running for office?:** to improve the quality of life for residence of ward 3**Describe any issues that are of special concern to you within the City of Norfolk and how you might address them. Please be specific.:** economic development in ward 3**What is your overall vision for Norfolk?:** improved image in region**What activities have you been involved with that support the business community?:** family owned businesses in Norfolk over half century**What lines of communication will you use to involve the business community in discussions on issues that impact the business environment?:** open lines of communications**What are the business concerns of your legislative district and how do you plan to address them?:** employment oppurtnities improve overaa demograhrics**In your opinion, what makes Norfolk unique that poses either challenges or advantages for businesses?:** the natural resource of the Norfolk water front weneed to come up with creative concepts to take advantage**What do you believe are the core responsibilities of city government and what will you do on Council to make sure these are adequately funded?:** sevices and infrastructure expand middle class**How will city government improve or be strengthened as a result of the leadership and vision that you will bring to the city council?:** putting more people in home owener ship in inner city**Describe your understanding of the City's current budget. What are your concerns? What are your priorities?:** need to do more dudiligence**Do you feel there is waste in the city budget? If so, please cite specific areas where you would reduce or reallocate funding.:** more for education

**What can City Council do to support and help improve Norfolk Public Schools?:** elected school board carer academies

**Considering the city's limited revenue stream, how would you balance the needs of education versus other areas in the Norfolk City budget?:** take on a case to case basis

**Do you support an elected school board? Why or why not?:** tes accoutability

**What are your thoughts on transportation/transit planning and what you see as Norfolk's needs over the next 5 to 10 years?:** vast improvements in hrt

**Do you favor the expansion of light rail? If so, where and how do you propose funding the expansion?:** yes private public partnerships

**What do you see as the greatest untapped opportunity for economic development in Norfolk?:** the Norfolk waterfront

**What would you do as a City Council member to promote economic vitality within the city of Norfolk? Please describe the model, tools or incentives you would support to boost economic development.:** tax incentives for women and minorities in the inner city

**How would you encourage job creation and retention in the City of Norfolk?:** become a destination spot see above

**What can the City of Norfolk do to diversify our local economy and become less dependent on the three pillars of defense spending, tourism and the port?:** river boat gamming to create jobs and increase visitors

**Candidate Name:** Lionell Spruill Jr**Occupation:** Dir of Vet Affairs**Employed By:** Norfolk State University**Years of Elected Service:** N/A**Seat Desired:** Norfolk City Council**Campaign Name:** Lionell Spruill Jr for Norfolk City Council**Web Address:****Education:** Norfolk State University B.A Public Affairs

Saint Leo University M.B.A

**Affiliations:** U.S Naval Reserve Officer

Tanners Creek Civic League

Norfolk State University foundation

Prince Hall Mason Providence 189

Advisor for NSU Business leaders of Tomorrow Association

Board member for the Vet House

**Previous Campaigns:** Lionell Spruill for the House of Delegates in the 90th**Why are you running for office?:** My desire to serve the public and to help the people of the community are the two main reasons I am running for City Council in Ward 3. I believe in the City of Norfolk and I want to be a part of its growth and return to prosperity.**Describe any issues that are of special concern to you within the City of Norfolk and how you might address them. Please be specific.:** A. Economic Development - Creating good jobs for our citizens must be our 1st priority. Be innovative and pragmatic when it comes to economic development.

B. Regionalism - We must work and develop a consensus of determination to break down the barriers preventing Hampton Roads from realizing the immense benefit of regionalizing our collective economic potential.

C. Public Transportation - is the lifeblood of commerce and if we do not seriously address our growing infrastructure problems, we will lose the trust of our public and private entities in our ability to make the hard choices.

**What is your overall vision for Norfolk?:** My vision is to make Norfolk the #1 regional destination for businesses and families alike by making Norfolk City government more efficient and effective.**What activities have you been involved with that support the business community?:** I have served on the Board of the Norfolk Teachers Association Federal Credit Union, I chaired the Small Business Loan

Committee. We approved over \$280,000 dollars' worth of small business loans. This had a direct impact on the community and fostered local entrepreneurship. I also served on the board of Business Supporting Minority Companies (BSMC), a local advocacy group dedicated to tackling the issues affecting the minority business owner. BSMC actively lobbies the General Assembly each legislative session to pass laws that will assist Women and Minority owned businesses.

**What lines of communication will you use to involve the business community in discussions on issues that impact the business environment?:** I will sponsor a business luncheon once a quarter to listen to the concerns of business leaders and work to foster a working partnership between the business community and the City government. I want to be considered a friend of business. I have met with business leaders from the Third Ward and across the City and look forward to continuing to build inroads to the Norfolk business community.

**What are the business concerns of your legislative district and how do you plan to address them?:** Job creation, public safety, public transportation and education are the top priorities. I address these issues in greater detail in my following responses.

**In your opinion, what makes Norfolk unique that poses either challenges or advantages for businesses?:** Norfolk's people are its strength and they give our City a tremendous advantage because we have a diverse workforce. We must also build on our world-class port facility and reputation as the primary multi-modal transportation hub for the East Coast by demanding access to high-speed rail and expansion of our light-rail system.

**What do you believe are the core responsibilities of city government and what will you do on Council to make sure these are adequately funded?:** I believe that we must support the citizens in Norfolk by making communities safer, critically evaluating our schools and taking serious, meaningful action to remedy the great problems they face. Also necessary is lowering taxes for citizens and business owners, and providing good jobs for our work-force.

**How will city government improve or be strengthened as a result of the leadership and vision that you will bring to the city council?:** Norfolk must enhance and strengthen its ability to attract the kinds of businesses that will generate better-paying jobs. Over the past decade, the City has made significant improvements to our infrastructure, allowing us to attract some of these new businesses. It will be my primary goal when elected to make Norfolk the regional destination of choice for any entity that is looking for a municipal partner to grow their business and create jobs.

**Describe your understanding of the City's current budget. What are your concerns? What are your priorities?:** I believe there needs to be more transparency in the budgeting process with greater participation from the public. We have the resources to make our city work well. For a better budget process, we need leadership from the top and more scrutiny and participation from the people. When people participate in the budget process they get more representation from their government.

**Do you feel there is waste in the city budget? If so, please cite specific areas where you would reduce or reallocate funding.:** Yes. We need to take a microscope to the budget and the budgeting process. I believe that vital parts of the City are and have been critically underfunded and we must find the money to move forward for our citizens. I would like the City to provide grants to small business and to spend more in the revitalization of our blighted neighborhoods.

**What can City Council do to support and help improve Norfolk Public Schools?:** In the short run, City Council can increase funding to the School System and partner with local businesses to mentor and support our local schools. City Council should continue to strengthen its relationship with the military to “adopt” certain schools. Increasing community and parental involvement is necessary, as well as a publicly elected school board.

**Considering the city’s limited revenue stream, how would you balance the needs of education versus other areas in the Norfolk City budget?:** Norfolk should look at and evaluate the projects that have been on the table the longest, and give priority to the most critical schools or community based projects.

**Do you support an elected school board? Why or why not?:** Yes. As I look at the make-up of our School Board, we only have a single educator on the Board. I believe that it is critical for people who have worked in education to bring their input into how our schools are operated and help build a successful plan for our children.

**What are your thoughts on transportation/transit planning and what you see as Norfolk’s needs over the next 5 to 10 years?:** Yes. As I look at the make-up of our School Board, we only have a single educator on the Board. I believe that it is critical for people who have worked in education to bring their input into how our schools are operated and help build a successful plan for our children. from the Norfolk Downtown to the Virginia Beach Town Center, and beyond to the Oceanfront. This is what I would like to see in the next 5 to 10 years. We must also work with our regional partners to build the third crossing to the Peninsula.

**Do you favor the expansion of light rail? If so, where and how do you propose funding the expansion?:** Yes, I favor light rail expansion. Extending light rail service to the Norfolk Naval Base and the airport is vital to help relieve traffic on our roads. I would meet and partner with local government and regional transportation officials to determine their priorities for our public transportation projects and goals, so as to coordinate Norfolk's efforts in the most effective manner when requesting funding from state and local government.

**What do you see as the greatest untapped opportunity for economic development in Norfolk?:** Norfolk’s opportunity to sell itself to the world, we have ports, deep channels, some of the lowest business taxes in the country, a great location, and the world’s largest concentration of military bases, personnel and assets.

**What would you do as a City Council member to promote economic vitality within the city of Norfolk? Please describe the model, tools or incentives you would support to boost economic development.:** I am working with my Ward to find out what matters most to them. But the City as a whole needs to embrace the business community and make it easier to contract and work with the City. The City is one of the largest employers and contractors, yet I think there needs to be more opportunity for local businesses to participate. We must continue to train and attract the high-technology workers that will build the future.

**How would you encourage job creation and retention in the City of Norfolk?:** I would immediately propose aggressive tax-incentives for high-technology businesses that are willing to locate in the City.

We must also continue to make strides to reduce our City's tax burden and increase housing opportunities for all. Safe neighborhoods, strong schools and excellent transportation is the key.

**What can the City of Norfolk do to diversify our local economy and become less dependent on the three pillars of defense spending, tourism and the port?:** We must invest heavily in attracting high-technology businesses by expanding and investing in our Colleges and Universities. Access to high-quality opportunities for higher education translate into a high-technology workforce that will foster and create these new businesses. We can never neglect our City's historic ties to the defense community. Finally, we should not ignore the opportunities our waterfront bring - we have yet to maximize our growth in these areas.

**Candidate Name:** Rodney Jordan**Occupation:** Chief Community Engagement Officer**Employed By:** McKinley Megginson Group**Years of Elected Service:** 0**Seat Desired:** Norfolk City Council - Ward 3**Campaign Name:** Citizens for Rodney Jordan**Web Address:** <http://www.votejordan.us>**Education:** B.S. Computer Science Hampton University**Affiliations:** National Society of Black Engineers

NAACP

Urban League

YMCA of South Hampton Roads - Y on Granby Board Vice Chair

Tidewater Children's Foundation

Norfolk City Public Schools - School Board Member

VA School Boards Association (VSBA) Tidewater Region - Vice Chair

VSBA Task Force on Schools in Challenging Environments - Co-Chair

Past Board Member - Norfolk Redevelopment &amp; Housing Authority

Past Board Member - Opportunity, Inc.

Healthy Neighborhood Enterprises Inc.

Inside Business 75 Top Power Brokers in Hampton Roads (2011, 2012, 2013, 2014)

Inside Business Top 40 Under 40 (2001)

MOBE Influencers &amp; Innovators of the Internet &amp; Technology

Urban League Community Leaders Award

Implement the King Dream Award

Virginia House of Delegates Legislative Aide

**Previous Campaigns:** None**Why are you running for office?:** For over 20 years I have given service and leadership to the City of Norfolk. My work led to a heralded mixed-income development in Broad Creek, established the foundation for resident-led, healthy neighborhood initiatives such as Neighbors Building Neighborhood,

resulted in thousands of residents gaining access to and proficient in technology, and introduced STEM training & skills development for youth and adults. I am running for City Council to advance the City of Norfolk as the destination hub for innovation and creativity in our business community, neighborhoods, schools, and homes.

**Describe any issues that are of special concern to you within the City of Norfolk and how you might address them. Please be specific.:** Education - As a school board member, I am a lead advocate and policy maker to retain and attract strong families and decrease concentration of poverty in our schools. I will continue the work on aligning school policy and housing policy based upon market principles.

Neighborhood Vitality - Create Community Improvement Districts modeled after the Downtown Improvement District.

Revenue / Tax Base - I will support the ongoing efforts to increase impact aid to Norfolk and solid projects such as the Outlet Mall development.

**What is your overall vision for Norfolk?:** I am running for City Council to advance the City of Norfolk as destination hub for innovation and creativity in our business community, our neighborhoods, our schools, and our homes. Ward 3 with its diverse citizen base, home to the Central Business District, access to major thoroughfares and highways, and competitive and transformational schools is uniquely positioned to model for Norfolk and the region.

**What activities have you been involved with that support the business community?:** 35th Street Merchants Association, Park Place Business Association, Better Block, Opportunity Inc. (Youth Council Chair, Technology Vice Chair), 200+ Men Economic Justice Vice Chair, Inside Business Executive Discussion Series Panelist, 200+ Forum on Regional Equity with Admiral Ray Taylor & Angela Glover Blackwell

**What lines of communication will you use to involve the business community in discussions on issues that impact the business environment?:** Establish a Ward 3 Business and Entrepreneur Council to advise on retaining, attracting, and expanding business development. I also will invite business leaders and owners to present to civic leagues to assist neighborhoods with understanding their roles in creating attractive climates for business.

**What are the business concerns of your legislative district and how do you plan to address them?:** Businesses in commercial corridors such as Lafayette Boulevard and Five Points are in need of enhanced support and communication with our economic development agencies as well as flexibility in dealing with Norfolk offices (planning, zoning, etc.). The Ward 3 Biz Council meeting will focus on communication, collaboration, and regulation streamlining.

I intend to continue the business friendly climate established by former Mr. Burfoot which resulted in 7-11, Walmart Marketplace, CVS, and others to choose Ward 3 as well as leverage Better Block in 5 Points.

**In your opinion, what makes Norfolk unique that poses either challenges or advantages for businesses?:** Downtown and the Port continue to offer advantages to businesses in Norfolk. Old Dominion, TCC, and NSU provide pathways for highly skilled and trained workers as well as access to research and development.

While strides forward have been made recently, I believe as a Council we must find ways lessen restrictions on business innovation.

**What do you believe are the core responsibilities of city government and what will you do on Council to make sure these are adequately funded?:** Public Safety

Education

Infrastructure (including Waste Mgt, Roads, & Sewer)

Parks, Open Space, & Environment

Managing Human Services

Many of these areas involve federal, state, and local funding. I will support Norfolk's alignment with the Chamber, VML, and other organizations re: state share. The Council sets policy and the Administration insures high quality day-to-day management. I will support the well-managed government principles already underway.

**How will city government improve or be strengthened as a result of the leadership and vision that you will bring to the city council?:** Through my policymaking work at NRHA, NPS, and OppInc as well as my work in community, I have already seen my leadership and vision positively impact the City. I have strong and deep ties in communities and sectors across the City and the region. I have a track record of introducing models and best practices from around the country to Norfolk and our region. I will encourage innovation and new models data-driven, outcomes-based approaches to policymaking and to community engagement.

**Describe your understanding of the City's current budget. What are your concerns? What are your priorities?:** Norfolk has an approximately \$1.2 billion budget. Education continues to represent 30 to 35% of the budget. The City continues to work its way through the recession and the challenges with real estate values. And of course large portions of our real estate remain off the tax rolls.

- Investing in school transformation while holding the district accountable
- Increasing the vibrancy of our neighborhoods through increased community ownership and less reliance on the city
- Continuing to address our aging infrastructure

**Do you feel there is waste in the city budget? If so, please cite specific areas where you would reduce or reallocate funding.:** I am not sure I would use the term waste but there are continued inefficiencies.

- Community development dollars supporting overhead without performance driven measures of success

-

**What can City Council do to support and help improve Norfolk Public Schools?:** - The establishment of 3 year terms is a good start

- Decrease the level of involvement in board governance issues

- Support data-driven priority setting
- Read, understand, and embrace the 5 year strategic plan

**Considering the city's limited revenue stream, how would you balance the needs of education versus other areas in the Norfolk City budget?:** Declining enrollment is one of the main drivers of revenue loss for the district. Supporting and embracing strong middle class schools with rigorous choice options can retain and attract families to Norfolk. I would prioritize education to stabilize and grow the district's efforts at this time.

Norfolk has rightfully pursued a growth strategy to enhance the City's revenue stream. I believe we can grow our tax base by enhancing our climate as a great place for business growth and development.

**Do you support an elected school board? Why or why not?:** Yes, as a belief that citizens should have the right to elect their representatives. However careful consideration must be given to the manner we elect. A recent study found that districts with at-large elected school boards have better performing districts than ward/district elections. A recent NPS study demonstrated student growth is not evenly distributed across the city. Thorough public engagement and involvement in developing a system for elected school boards is a must. School boards must act in the best interests of ALL children.

**What are your thoughts on transportation/transit planning and what you see as Norfolk's needs over the next 5 to 10 years?:** I am currently reviewing the HRPTO FY2015 Draft United Planning Work Plan. I feel we need to consider passenger/commuter rail as part of the 3rd crossing planning.

Norfolk is investing in a transit center in downtown. I am not keen on that location as a permanent site. I believe it may hinder our economic development and housing options in the St. Paul's Quadrant area of downtown.

**Do you favor the expansion of light rail? If so, where and how do you propose funding the expansion?:** I share the belief that the Norfolk Naval Station and the Airport are key areas for light-rail expansion. Both of those sites provide for regional support and investment to leverage the commitment Norfolk has made and led. There are several points of entry and exit to route 64 throughout Ward 3. The Amtrak maintenance station also calls Ward 3 home, and there is commercial rail through Ward 3 along Tidewater Drive in addition to a crossing point through Lindenwood.

I like the private sector approach presented to Virginia Beach. I would like to explore if options exist for Norfolk

**What do you see as the greatest untapped opportunity for economic development in Norfolk?:** Growing the capacity of our historically underutilized women and minority businesses and our inability to have our 4-year university graduates call Norfolk home.

**What would you do as a City Council member to promote economic vitality within the city of Norfolk? Please describe the model, tools or incentives you would support to boost economic development.:** I believe Norfolk should be the fiber hub of Hampton Roads. We should pull NSU/ODU/TCC/VWU into a Gig.U consortium, and Norfolk should compete for Google Fiber.

I believe we should pilot the Community Improvement Districts recently signed by the governor.

Expand Business Improvement Districts

**How would you encourage job creation and retention in the City of Norfolk?:** - Reviewing recommendations from chamber and other business organizations to remove or to lessen barriers in Norfolk (discussed this quite a bit with Council member Whibley)

- Provide closer oversight to Norfolk's involvement with regional workforce initiatives to increase Norfolk's participation especially for smaller businesses (25 employees or less)
- Innovation and technology hubs previously mentioned
- Support adequate staffing of our Economic Development office

**What can the City of Norfolk do to diversify our local economy and become less dependent on the three pillars of defense spending, tourism and the port?:** As I mentioned earlier, I believe we should grow other sectors by leveraging and enhancing research and development coming out of ODU and NSU with a specific focus on ODU as a research institution.

I also support more innovation hubs and co-location spaces modeled after Impact Hub Seattle as well as gigabyte research projects such as the Case Connection Zone (Case Western in Cleveland).

## Candidate Name: Billy Cook

**Occupation:** Operations Manager

**Employed By:** The Up Center

**Years of Elected Service:** 0

**Seat Desired:** Ward 4 Council Representative, Norfolk City Council

**Campaign Name:** Billy Cook for Norfolk City Council

**Web Address:** <http://www.billycook4council.com>

**Education:** Norfolk State University, graduate work towards a Masters of Social Work

Virginia Tech, Bachelors of Science, Psychology

United States Army, various schools and training in Logistics, Operations Management and Leadership

**Affiliations:** Former member, Norfolk Library Board

Former member, Norfolk School Board

Member and Former President, Chesterfield Heights Civic League

United States Army Retired (Lieutenant Colonel)

**Previous Campaigns:** Billy Cook for Norfolk City Council 2010

**Why are you running for office?:** I am running for office to provide strong, vibrant and independent leadership to ward 4 and Norfolk City Council to ensure that ward 4 residents are receiving the representative governance they desire and deserve. It is time for a change of leadership and governance philosophy and practice in ward 4 and Norfolk after 20+ years.

**Describe any issues that are of special concern to you within the City of Norfolk and how you might address them. Please be specific.:** There are a number of issues of special concern to me. First is the length of time this city council has been in place. My running for office is my effort to address this issue. We need fresh new ideas and energy towards making Norfolk greater. Also the impact of our school system's bad reputation on the business community. I will push for a solid vision and plans for our schools to include plans for resources. I am also concerned about the crime that has plagued us recently. I will ensure our city leadership voice is loud and clear to empower and encourage our residents.

**What is your overall vision for Norfolk?:** My overall vision for Norfolk is that it is vibrant and growing socially, economically and otherwise. I see our school system restored to one of the best urban school districts in the country. I see an increase in corporate partners, large and small, feeding jobs and tax revenue in the city. I see an improved, vibrant and affordable housing stock. I see a safer city with vibrant populace standing up against a crime. I see a vibrant Arts community. I see a vibrant mass transportation network branching out to our regional sister cities. I see a new, vibrant city.

**What activities have you been involved with that support the business community?:** First I was part of the business community with my effort at a start up training facilitation company, Prosim Services

Group LLC, focused on corporate and governmental markets As a former school board member I was an advocate for a greater relationship and interaction between our schools and the business community. Today, I try my best to support Norfolk businesses by "buying Norfolk."

**What lines of communication will you use to involve the business community in discussions on issues that impact the business environment?:** I will open and maintain lines of communication with groups focused on the business environment such as the Economic Development Authority, Hampton Roads Chamber of Commerce and other like groups by being visible, involved and accessible to them and their events, ongoing efforts and initiatives to positively impact our business community.

**What are the business concerns of your legislative district and how do you plan to address them?:** I believe one of the major concerns in Norfolk is economic diversification away from dependence on the defense and tourism industries. I understand this major concern is also related to the transportation concerns in Norfolk, Hampton Roads and Virginia. Likewise there are concerns about Norfolk's maintaining and expanding its tax base. I will meet with the Economic Development Authority as a starting point to better understand their mission, focus and actions to address these issues. I am an advocate for economic growth and will advocate for such from the council seat.

**In your opinion, what makes Norfolk unique that poses either challenges or advantages for businesses?:** There are many things that makes Norfolk unique and poses challenges and advantages. The first thing that comes to mind it the access to our vast waterways. I realize this advantage is still being worked with our Ports but this will always be an advantage for us. However, our unique real estate footprint presents a challenge considering this effort to maximize port operations. We are challenged to provide a transportation network that supports our vision for the ports. There are other unique qualities about Norfolk but this comes to mind first.

**What do you believe are the core responsibilities of city government and what will you do on Council to make sure these are adequately funded?:** The core responsibilities of our government is to represent the residents and govern the city's resources to assure the welfare and a suitable way of life for the residents we represent. I will institute a calendar that provides an open line of communication with my ward residents so I know what they desire. I will then facilitate the development of 5 year strategic plans for each neighborhood to spread out the cost of development and improvements in their communities and homes. I will be their representative voice.

**How will city government improve or be strengthened as a result of the leadership and vision that you will bring to the city council?:** The city government will be strengthen because I will provide a vibrant, strong and independent voice focused on improving the lives of people first, neighborhoods people live in and improving the things that people want. My voice will break up the stagnant, often-silent voice of this city leadership that has been in place too long.

**Describe your understanding of the City's current budget. What are your concerns? What are your priorities?:** I've gained an understanding of the budget by watching the process the last 3 months. My concerns mirror the residents' concerns about the changed tax relief programs for seniors and a lack of resourcing neighborhoods. I'm happy there's an emphasis on resourcing education. However, the school board will not get the additional \$14 million it reported it was in need of at its February meeting. My priorities are neighborhood improvements and education. This has to be done with a balanced budget but not by increasing taxes on our residents, especially our seniors.

**Do you feel there is waste in the city budget? If so, please cite specific areas where you would reduce or reallocate funding.:** I do not overall feel there is waste. I do understand there are tax base issues the impact the revenue stream to pay for services. However, should be a reallocation in resources to improve our neighborhoods especially our publish housing areas. There still has to be efforts to expand the tax base. However, in the interim, resources still have to be allocated to our communities vice being allocated to projects such as a downtown conference center, or like public amenities.

**What can City Council do to support and help improve Norfolk Public Schools?:** I believe we have to ensure the school board provides a viable plan and vision. That is a balancing act of holding them accountable and allowing them autonomy to develop their plans. We should also consider lobbying to test the viability of No Child Left Behind. Not many talk about that but the requirements of this unfunded mandate is designed to get harder and not easier. Is this reasonable? Finally, we need a marketing blitz from the city and the district to change the perception of our schools.

**Considering the city's limited revenue stream, how would you balance the needs of education versus other areas in the Norfolk City budget?:** To balance these needs there should be a committed revenue stream for education and there should be commitment to a strategic plan for advancing education priorities. Both of these thoughts lend itself to commitment of resources over time vice a commitment when situations are dire and demand resourcing. I know we have 2 cents off the real estate tax for education. The question will have to be whether or not that is enough and can we adjust later to meet the needs of education.

**Do you support an elected school board? Why or why not?:** I am neutral on this issue because either way the real concern is whether or not the school board has power to raise its own money as its own taxing authority. I believe Virginia law does not allow that so either way the board is dependent on the council for its funding. This fact means that real power is maintained by the city council. An election offers another set of actions to empower residents but history has shown that non-presidential elections have low turn-outs anyway. So I like choice for residents but in the end the council still has the power.

**What are your thoughts on transportation/transit planning and what you see as Norfolk's needs over the next 5 to 10 years?:** Norfolk should to expand our mass transit to ODU and to the Naval Base. It should also promote regional expansion. In the next 5 to 10 years, we will need to have a better solution to the challenge of increasing port activities and maintaining the transportation network to support it along with our resident population.

**Do you favor the expansion of light rail? If so, where and how do you propose funding the expansion?:** I do favor the expansion of light rail in Norfolk to ODU and the base. I also support its expansion regionally to Suffolk and the Peninsula. Funding it should include some regional cooperation sponsored by state and federal resources to offset cost of a mass system.

**What do you see as the greatest untapped opportunity for economic development in Norfolk?:** The greatest untapped opportunity in Norfolk is regional cooperation. There will not be much infrastructure or real estate change in any of the sister cities. Tourism, defense spending and the port will always be part of who we are regionally and individually. The challenge is to connect while maintaining our own identities and character. A regional light rail system stretching to Suffolk and to the Peninsula would greatly benefit Norfolk and all its sister cities.

**What would you do as a City Council member to promote economic vitality within the city of Norfolk?**

**Please describe the model, tools or incentives you would support to boost economic development.:** To

promote economic vitality, I would encourage an assertive campaign nation-wide or world-wide to attract potential business to our great city and region. I would also focus on improving our schools, our neighborhoods and housing stock, job creation, our business sector and our subsequent tax base. Right now our schools and neighborhoods need attention.

**How would you encourage job creation and retention in the City of Norfolk?:** First to encourage retention of our hardworking staff I'd focus on "taking care of people." for our current staff. This campaign would be laden with incentives. For job creation, I'd like more assertive emphasis on job creation from city leadership. That's part of my vision of a vibrant city. This is especially true for our post high school residents. I also see a focus on trades in our public schools as part of this overall vision. A well prepared workforce is a factor in job creation.

**What can the City of Norfolk do to diversify our local economy and become less dependent on the three pillars of defense spending, tourism and the port?:** Efforts like InnovateHamptonRoads! is an example of what has to continue to be done to diversify. Norfolk's involvement in this regional effort has to be supported by its effort to improve neighborhoods and schools. Keeping with the building block model, if each regional city is moving towards greatest then we can draw other industry to the region to promote economic diversity. No one city in this region can do it alone.

**Candidate Name:** Jane E. Bethel**Occupation:** Information Technology Planner**Employed By:** City of Norfolk (formerly)**Years of Elected Service:** 0 unless you count election to Employee Relations Committee and NAGE**Seat Desired:** Mayor**Campaign Name:** Friends of Jane Bethel**Web Address:** <http://www.bethelformayor.org>**Education:** ECPI, Computer Programming Certificate (700 hours)

TCC (current student; have completed 32 semester hours)

PGCC, Maryland (completed 20 semester hours)

McMurray University, Texas (completed 12 semester hours)

I hold several certificates (computer science and motorcycle repair)

**Affiliations:** National Association of Government Employees (NAGE), National

Executive Board Member

NAGE Local R4-200, President

Virginia Healthy Workplace Advocates, Coordinator

American Red Cross, Community Disaster Education, Chair

American Red Cross, Disaster Action Team (DAT), lead responder

Nominated Civitan Employee of the Year

Nominated Information Technology Employee of the Year

Neighborhood University, graduate

Norfolk CERT, member

**Previous Campaigns:** None, but I've volunteered for others**Why are you running for office?:** I want to make a difference for the residents of Norfolk.**Describe any issues that are of special concern to you within the City of Norfolk and how you might address them. Please be specific.:** Workplace bullying is a huge problem. Also, employees who make complaints, or report fraud, waste, or abuse, are retaliated against. The City does not follow their own policies, so it is hard for employees to respect that. Morale is very, very low, and there have been threats of workplace violence. These must be addressed. I would like to see zero-based budgeting, so there is not so much waste of tax dollars.

**What is your overall vision for Norfolk?:** Norfolk will be a thriving urban area, with mixed-use housing, a diverse population, safe neighborhoods, excellent schools, and a robust economy.

**What activities have you been involved with that support the business community?:** I have not been involved with the business community, yet.

**What lines of communication will you use to involve the business community in discussions on issues that impact the business environment?:** I would have an open door policy, and would like to employ town hall meetings. I would be a full time Mayor for part time pay.

**What are the business concerns of your legislative district and how do you plan to address them?:** My legislators are very concerned about the Chesapeake Bay, transportation (tolls), roads, and education to name a few. We can discuss at the interview my views.

**In your opinion, what makes Norfolk unique that poses either challenges or advantages for businesses?:** Norfolk is a great City that has colleges, the military, access to museums and other amenities.

**What do you believe are the core responsibilities of city government and what will you do on Council to make sure these are adequately funded?:** I believe the core responsibilities are to provide safe neighborhoods, good schools, jobs and neighborhood amenities for the residents of Norfolk, and to do that in the most cost-efficient manner.

**How will city government improve or be strengthened as a result of the leadership and vision that you will bring to the city council?:** Being a 24-year employee of the City, I bring an insiders's perspective to City Council. I believe I will be able to reduce fraud, waste and abuse. I also come to Council without a lot of high-powered, wealthy friends. That is the good news, because, no one will be expecting any favors, appointments or for me to vote for their convention center, as an example. The bad news, is because I stand without rich friends, I have little money to run a campaign.

**Describe your understanding of the City's current budget. What are your concerns? What are your priorities?:** My understanding of this year's budget is that next year is looking a lot better. I am a person who strongly feels that we must pay competitive wages and provide competitive benefits to keep talented employees, and that includes teachers. I also feel we should take care of our seniors, including the retirees. Having money to do that is a challenge, but not spending it on a third conference center would have afforded more money for the other priorities.

**Do you feel there is waste in the city budget? If so, please cite specific areas where you would reduce or reallocate funding.:** Yes there is waste. I would like to explore zero-based budgeting. There is a frenzy to spend money that was not used during the year about this time, so a Department doesn't get their budget cut. I can discuss this more at the interview.

**What can City Council do to support and help improve Norfolk Public Schools?:** Norfolk needs to make education a priority. I will expand on this at the interview.

**Considering the city's limited revenue stream, how would you balance the needs of education versus other areas in the Norfolk City budget?:** If the city has \$90 million of a convention center, they could of built a high tech high school with that instead. They always seem to find money for a field house (that was not even requested) or other political favors.

**Do you support an elected school board? Why or why not?:** I do support an elected school board. I also support vetting some of selections for boards and commissions, so that subject matter experts are put on those boards, and not just putting people on them who are larger campaign contributors.

**What are your thoughts on transportation/transit planning and what you see as Norfolk's needs over the next 5 to 10 years?:** We must work regionally on light rail. I would work regionally with Mayor Sessoms for the mutual benefit of both cities.

**Do you favor the expansion of light rail? If so, where and how do you propose funding the expansion?:** I do favor expansion of light rail, because we need ridership to pay for the deficit in operating costs. I can discuss this more at the interview.

**What do you see as the greatest untapped opportunity for economic development in Norfolk?:** I know there will be people who would not favor this, but we need to generate revenue, and I believe building a casino would help to generate needed revenue for schools and light rail.

**What would you do as a City Council member to promote economic vitality within the city of Norfolk? Please describe the model, tools or incentives you would support to boost economic development.:** I will work on this answer and bring it to the interview.

**How would you encourage job creation and retention in the City of Norfolk?:** I would start with the 5,000 employees who work for Norfolk, and start very simply by treating employees with dignity and respect. Work shouldn't hurt. An employee who feels valued and respected will give their employer 110%. An employee who is disrespected and treated poorly will just put in their hours. The City is running the wrong people out, and it is the culture that is the problem and just a few supervisors and managers that are spoiling the barrel.

**What can the City of Norfolk do to diversify our local economy and become less dependent on the three pillars of defense spending, tourism and the port?:** It would be good to bring in a manufacturer to move into the Ford Plant property, a company that will generate jobs. Maybe we could get a manufacturer of wind turbines, and use them offshore rather than drilling. That would create jobs, and revenue for the City, and help us to be good environmental stewards also. Win, win, win.

**Candidate Name:** Mamie B. Johnson**Occupation:** Director**Employed By:** Contractor**Years of Elected Service:** 0**Seat Desired:** City Council Ward 3**Campaign Name:** Mamie B. Johnson 4 City Council**Web Address:****Education:** Maury High School

Norfolk State University - Education

**Affiliations:** Norfolk Public Schools - Teacher 1989-2003, Teacher of the Year, Inspiration Award Finalist, Instructional Specialist 2003-2008, President Broad Creek Civic League, AMERICORPS VISTA (Volunteer In Service to America)

News Channel 3 two time winner "Taking Action, Getting Results" Community Award, Founder and Executive Director, Broad Creek Urban Youth Summer Academy, Charming Shoppes 100 Women Who Make A Difference

**Previous Campaigns:** City Council Ward 3 2010**Why are you running for office?:** I am running for Norfolk City Council Ward 3 to be a great leader in building Norfolk as one of the greatest cities. My vision is to work together with neighboring cities to build growing partnerships. It is my vision that our Norfolk Public Schools will grow from good-better-great. As a Norfolk City Council person my vision is to teach citizens about the importance of local government, how it works and how we can generate lasting revenue for our city.**Describe any issues that are of special concern to you within the City of Norfolk and how you might address them. Please be specific.:** The issues that concern me are Norfolk Public Schools, Quality Affordable Housing, Real Estate, Revenue and Safe and Communities. I am concerned about Norfolk Public Schools because it is the basis for bringing people to Norfolk. With great schools more people are willing to buy homes. More people willing to buy homes brings in stable revenue. The way to get people to come home to Norfolk is to provide good communities. Local businesses and real estate are good stable resources for our community but we must have alternative ways to continue building revenue.**What is your overall vision for Norfolk?:** My overall vision for Norfolk is to have good communities where people have a choice to live, Stable continuous revenue for our city and economic development for our businesses to provide jobs so citizens can live in Norfolk.**What activities have you been involved with that support the business community?:** I been involved in activities that support the business community by participating and providing feedback to the new businesses in Ward 3. The Ray and Joan Kroc Center has been a good partner to the community and is more than willing to assist the community in the success of our partnership. The new 7Eleven in our

community takes pride in listening to the community on how the partnership can grow. It has always been very important to me to buy and participate in small businesses throughout the city

**What lines of communication will you use to involve the business community in discussions on issues that impact the business environment?:** Since I consider myself a hands-on person, it is very important that consistent, productive one-on-one meetings take place. I think it is important that all parties meet, plan, share and work together for the good of our city and citizens while maintaining a good partnership.

**What are the business concerns of your legislative district and how do you plan to address them?:** My business concerns are that there are not enough surviving small businesses in Ward 3. There is also not enough family-oriented gathering places for people. I would like to see more of a walkable community so the citizens are able to get to local businesses. I would also like to work towards sustainable small businesses with support and funding available to them

**In your opinion, what makes Norfolk unique that poses either challenges or advantages for businesses?:** What makes Norfolk unique is the great possibilities. The water front is an asset to our city. What poses a challenge for businesses is land. Because Norfolk is limited on land availability, we must be very strategic in planning for existing and new construction.

**What do you believe are the core responsibilities of city government and what will you do on Council to make sure these are adequately funded?:** The core responsibilities of the city government is to have available funding to help build our city, ask the citizens what and how they can help make our city great. Put the citizens to work and have an understanding that all the responsibility does not belong to the person representing them

**How will city government improve or be strengthened as a result of the leadership and vision that you will bring to the city council?:** The city government will be improved as a result of the leadership and vision that I will bring to the city is learning about what has been working and building on the possibilities. There is no time for dwelling on the negative and downfalls.

**Describe your understanding of the City's current budget. What are your concerns? What are your priorities?:** My understanding of the budget is that the city has a good source of revenue with real estate and businesses but when other entities affect the city's continuous resource then we must be creative and find other resources for generating revenue.

**Do you feel there is waste in the city budget? If so, please cite specific areas where you would reduce or reallocate funding.:** I do feel there is a waste in the city budget. The revenue in our city is not enough to meet the needs of our city. I recently learned that there is a number of agenda items that have been reprioritized due to the lack of funding. These items continue to be reprioritized to the point it costs the city more money to do patch work.

**What can City Council do to support and help improve Norfolk Public Schools?:** The City Council can support and help improve Norfolk Public Schools by providing the best leadership to lead Norfolk Public Schools into the future.

**Considering the city's limited revenue stream, how would you balance the needs of education versus other areas in the Norfolk City budget?:** I think that the citizens must understand how the budget works. There are difficult decisions that must be made. Most of the time the city council is blamed for

the short fall. There has to be a continuous open line of communication between city, state and federal representaives. The citizens must lobby their state and federal legislators to help their localities with revenue building.

**Do you support an elected school board? Why or why not?:** I support elected school boards. It gives the citizens of Norfolk an opportunity to vote for the school board representatives. However in having an elected school board, the citizens must keep in mind that there must be representation from all wards of our city and that the boundary lines for serving our scholars must be carefully planned.

**What are your thoughts on transportation/transit planning and what you see as Norfolk's needs over the next 5 to 10 years?:** I would like to take a look at who we are serving, what is cost and getting more for our bucks. Extending the lightrail to the Naval Base would be a good more. Also, havimng the lightrail travel to relevant places throughout our city.

**Do you favor the expansion of light rail? If so, where and how do you propose funding the expansion?:** I do favor lightrail. The city could fund it by partnering with other localitties and splitting the cost because everyone is going to benefit.

**What do you see as the greatest untapped opportunity for economic development in Norfolk?:** Surveying what land availability is an untapped economic opportunity. Does the city really know how much land is available that is taxable and that can bring in mor revenue.?

**What would you do as a City Council member to promote economic vitality within the city of Norfolk? Please describe the model, tools or incentives you would support to boost economic development.:** As a City Council member I would promote eeconomic vitality with in the city by involving the citizens. We live in this great city but many of our citizens do not know all the greatest of the city where they live. The citizens are are best advertismen. If the citizens know what great things their city does, is doing and planning to do, the city has alrady won. Just informing the citizens will give the city enough leverage to make decision that have a great impact on improving our city

**How would you encourage job creation and retention in the City of Norfolk?:** I would continue to educate the people of Norfolk. With out education there is no job creation. I would continue speciality job training so that citizens can continue to be productive citizens.

**What can the City of Norfolk do to diversify our local economy and become less dependent on the three pillars of defense spending, tourism and the port?:** I think that the city must ensure quality communities for our city. Allow trail plans for palnning that is already in place and get all stakeholders involved in the decision making process but build a relation that ensures growth in our economy. No one source of funding but many avenues of continuous cash flow.

**Candidate Name: Paul D.Fraim****Occupation:** Attorney**Employed By:** Fraim & Fiorella**Years of Elected Service:** 28 years**Seat Desired:** Mayor, City of Norfolk**Campaign Name:** Fraim for Mayor**Web Address:** <http://www.fraimformayor.com>**Education:** Completed Undergraduate at Virginia Military Institute

Masters Degree in Education from University of Virginia

Law Degree from the University of Virginia

**Affiliations:** Hampton Roads Mayors and Chairs Caucus

Hampton Roads Planning District Commission since 1990

Hampton Road Transportation Planning Organization

Hampton Roads Military and Federal Facilities Alliance

Greater Norfolk Corporation

**Previous Campaigns:** 1986 City Council City of Norfolk

1994 Appointed Mayor of Norfolk and reappointed every year until 2006 when he became the first popularly elected mayor since 1916.

2010 Elected Mayor of the City of Norfolk

**Why are you running for office?:** I am running to continue the job I started. There is a lot that has been accomplished in the City of Norfolk but there are several things that need to be done. I want to serve the citizens and make Norfolk the best city to live, work, and play.**Describe any issues that are of special concern to you within the City of Norfolk and how you might address them. Please be specific.:** There are several issues but there are two that I will be specific.

First, reduce the tidal flooding for a meaningful scale, barriers--such

as seawalls and tide gates are needed. Second, the cost of poverty in the city. I, along with two other council persons, have formed a commission of high level members of the city's business, non-profit, educators, community leaders and others have come together to tackle this problem.

**What is your overall vision for Norfolk?:** I want Norfolk to be the best place to live, raise your children and work. We must have a education system that is the best, provide quality and affordable housing and jobs in a variety of businesses from defense, to small innovative businesses as well as our larger

employers. In addition, I want Norfolk to maintain the title of being the "Cultural Capital of the Commonwealth".

**What activities have you been involved with that support the business community?:** I previously mentioned several organizations that serve Hampton Roads that I am a member. In the past, I have been a member of the Norfolk Division of the Chamber of Commerce and currently serve on the Greater Norfolk Corporation, Hampton Roads Mayors and Chairs Caucus, Hampton Roads Planning District Commission and Towne Bank Norfolk Advisory Board and Towne Bank Board of Directors.

**What lines of communication will you use to involve the business community in discussions on issues that impact the business environment?:** I have been to various business groups such as the Chamber of Commerce and attend when I am invited. I meet with groups of business leaders and talk about the status of Norfolk, its business community, economic development issues and employment.

I hear the needs of Norfolk business leaders when they attend council meetings and provide feedback.

**What are the business concerns of your legislative district and how do you plan to address them?:** I am running for Mayor of the entire city and my legislative issues are both at the federal and state level. Each year I work with the city manager and our governmental affairs staff to work on issues that require legislative changes. We offer issues to the federal and state. At the federal level we looked at flood control, transportation,

education, and veteran homeless issues to mention a few. On the state level, we changes in the school board terms, flooding, transportation, education and environmental issues.

**In your opinion, what makes Norfolk unique that poses either challenges or advantages for businesses?:** Norfolk is unique in that we have the military, businesses that represent all levels, and a great port. The challenges could be that we need new schools build to serve all our students which I plan to do in the next six years. The issue of flooding in Norfolk is a challenge and we are working to offer options to be able to control it.

**What do you believe are the core responsibilities of city government and what will you do on Council to make sure these are adequately funded?:** It has been said that core responsibilities of city government is to keep the lights on, water running, trash picked up and provide all those services that we need to provide the citizens. We are constantly working to make sure that the core services are funded and that the doors are open and the city operating to its fullest. Education is one of our key component as well as making sure that our first responders are funded. I will continue to work with the council members to make sure our budget is adequately funded to cover our core services.

**How will city government improve or be strengthened as a result of the leadership and vision that you will bring to the city council?:** I have been the mayor of the city since 1994 and I have seen the city grow and flourish during this time. I want to make sure that some of the projects that we have started in the city will be completed. I have been able to develop partnerships with a variety of organization and entities that have work to move Norfolk forward.

We have been able to improve the housing market as well as the business climate. I believe as a city we will move forward and continue to do great things.

**Describe your understanding of the City's current budget. What are your concerns? What are your priorities?:** I understand the city's current budget and my concern is that we have relied on defense spending and are moving to reduce our dependence on defense. As a result, some of our businesses have also diversified and are branching out to add new endeavors to their businesses. My priorities in the budget would be education and making sure that we have money for our schools, teachers, and children. In addition to continue to maintain the exemplary first responders and city staff.

**Do you feel there is waste in the city budget? If so, please cite specific areas where you would reduce or reallocate funding.:** Overall our budget is tight and we have gone over and made sure that we are spending the citizens' money wisely. As previously stated, education is a high priority as well as economic development and core services to our citizens.

**What can City Council do to support and help improve Norfolk Public Schools?:** We are going to be building six schools in the next six years. In order to improve educational attainment we must own this problem.

In order to do this we must offer early childhood high quality education. School days must be lengthened and summer programs must be enhanced. Healthy lifestyles and good nutrition must be emphasized.

**Considering the city's limited revenue stream, how would you balance the needs of education versus other areas in the Norfolk City budget?:** We must review the status of our school programs to see if we are taking advantage of all the programs at the Federal and State level that would provide for additional funding to the system.

**Do you support an elected school board? Why or why not?:** Elected school boards have its pluses and minuses and I am still considering this issue.

**What are your thoughts on transportation/transit planning and what you see as Norfolk's needs over the next 5 to 10 years?:** Norfolk has been fortunate that we recently had some additional

funding for transportation via the General Assembly passing House Bill2313 last year. With our Intercity passenger rail and light rail service, regular HRT bus service and ferry service Norfolk has achieved the goal of establishing a major, intermodal regional transportation hub in downtown Norfolk that will also be available for high speed rail in the future. We are working on the repaving of I-264 and the Hampton Boulevard grade separation.

**Do you favor the expansion of light rail? If so, where and how do you propose funding the expansion?:** Yes, to Virginia Beach and other points such as the Naval Base.

**What do you see as the greatest untapped opportunity for economic development in Norfolk?:** There are many economic development projects moving ahead but soon we will have developed the Premier Shopping area around Lake Wright and still preserving much of the golf course and the lake for public space. By having access off the interstate 64 we will have individuals who once went to other locations now coming to this site.

**What would you do as a City Council member to promote economic vitality within the city of Norfolk? Please describe the model, tools or incentives you would support to boost economic development.:** The city has recently hired a new economic development director who is working to make great strides

in the city and working to open doors to new projects and working to manage the projects we have ongoing.

**How would you encourage job creation and retention in the City of Norfolk?:** One of the areas that our Commission to Reduce Poverty is working is how to encourage our citizens to obtain the education and job skills that are necessary for the businesses as well as how to get and keep the jobs. The Commission is working with a variety of groups that work on a daily basis to train and create quality jobs with all employers. Job retention is one of the major focus areas.

**What can the City of Norfolk do to diversify our local economy and become less dependent on the three pillars of defense spending, tourism and the port?:** The City has worked hard to decrease our reliance on defense spending, tourism and the port. All three of these are major incomes to our city. Norfolk just negotiated bringing back Carnival Cruise Lines to the city. We are working on major projects such as Waterside in order to offer a variety of options to tourists who come to visit. In addition, we have brought new businesses to our city that will increase revenue.