



February 2019

Candidate for Election: City of Gainesville Mayor

Note: Responses Will be Made Public. Please limit your response to 100 words (the published response will be cut off at the limit).

1. Candidate's Name:

Jennifer Reid

2. Email Address:

jenreidformayor@gmail.com

3. Campaign Website:

reidformayor.com

4. Education:

High School Diploma from Newberry High School, Bachelor's degree in Legal Studies, Currently in process of obtaining Master's degree in Criminal Justice at Keiser University

5. Occupation:

Legal Assistant

6. Employer:



Law Office of Ramona Chance

7. Previous Employment:

Esthetician

8. Three Qualities Leaders Must Possess and Why:

1. *Accountability. A leader should be held accountable for their actions and the people they lead. As a leader, you must be responsible to delegate, perform what needs to be completed, and use resources to meet the needs of the citizens.*
2. *Collaboration and Inclusiveness A leader should collaborate with the people and other leaders. It is important to build shared knowledge with other leaders and with the people to provide a better organization.*
3. *Transparent. A leader should be transparent and open to the people they lead.*

Accountability, collaboration and transparency are crucial to run a safe, affordable and sustainable community.

9. Civic Involvement:

I am a Guardian Ad Litem Volunteer. Many children need someone to stand up for them and be an advocate, a voice for a chance at a better life. I am their voice.

10. Board(s) I've Served and What Prompted Me to Serve on Them:

I am on the PTA board however do not serve on any other board. I am a very involved mother and believe our children deserve the best in schools and in our community.

11. Have you ever served in elected public office? If yes, how many years total have you served in elected public office?



No, I have not served in elected public office. I am not a politician. I am a citizen like you who wants to make a difference in her community.

12. Why are you running for this office?

There is no political ladder I am trying to climb. I am running to take a stand and attempt to make even the slightest change in the city of Gainesville through unity, transparency and budget accountability. We have to stand up for the city we care about, to keep it vibrant and growing for our children and future generations. Our town is so much more than a college town, Gainesville is a community where we've built our lives. I am running to make good on the promise of Gainesville for us today and our children.

13. What do you perceive are the three most important concerns facing the City of Gainesville and what would be your top priorities, if elected?

1. *Public Safety*
2. *Eastside Development*
3. *Budget Accountability*

14. The recent racial inequity study documented significant achievement and opportunity gaps in our community. In your opinion, what are the top two factors that contribute to this gap and what steps would you take to address those?

Closing the achievement gap requires more than implementing a particular program. It requires commitment and the alignment of efforts across the education system and community. Parents are important role models, and their expectations and encouragement strongly influence their children's education ambitions; they need a better support system to encourage those dreams. More community support systems and resources are needed.



Expanding entrepreneurship. Yet it often requires wealth that minority families don't have. Policies aimed toward expanding access to capital—such as the State Small Business Credit Initiative to provide loans to small businesses when banks are hesitant to lend—can help.

14. Limited transportation options contribute to our well-documented equity gaps. What ideas do you have to help citizens get where they need to go?

The first step is consulting the community to ensure we meet their expectations. Involving those affected is most fair and logical. The issue of limited transportation in Gainesville is due to mismanagement. Our city is tailored to students, we have forgotten about our community. We have forgotten about city personnel. Employment is down due to lack of support, lack of pay and retirement, lack of healthcare. Any employer knows that in order to boost employee morale you must value your employee. We need to increase the amount of bus routes for our community, this cannot be done without supporting our employees.

15. What do you feel the City's economic development priorities should be over the next four years?

The key to successful economic development is the attitude that investors and businesses are the city's clients and we as a city must do what we can to help them thrive. It needs to be a dialogue between parties, not an outcome dictated by any single party. Opportunities to all residents, seeks to reduce inequalities, and protect the vulnerable. Besides making the best use of taxpayers' contributions, cost efficiency is key to prudent budgeting. Zero-based budgeting ensures every line item of the budget must be approved.

16. Discussions surrounding GRU dominated many conversations in the past year. What would you say are the most significant issues facing the utility today? What changes would you make?



The problem of GRU is the mismanagement of the city. We as a city must reprioritize and reduce the General Transfer Fund. By doing so we exercise fiscal responsibility and discipline. Two key components to a thriving city. Gainesville has one of the highest residential utility rates in the State. By cutting discretionary spending we can in fact lower our utility rates. It is not an unrealistic promise, it is budgeting 101.

17. Why should members of the business community support your candidacy?

I am running with no political agenda, just the passion to enhance and improve our community. Businesses understand the dynamic of our community. Through clients and customers, businesses have an understanding of public needs. In order for our community and businesses to thrive economically, we as a city must create a setting where entrepreneurs want their business and their families to be. I was born and raised in this city, I am raising two little boys in Gainesville. The future of Gainesville affects my family personally. I want nothing more than a thriving community.

I hereby certify to the veracity and completeness of the information herein and that no other party other than myself completed this questionnaire.

Original or Electronic Signature