



# Application Form for Position No. 2 Kirkland City Council

Please return your letter of interest and completed application form to the City Clerk's Office no later than 5 p.m. on Tuesday, April 9, 2013. You may submit your application materials in the following ways: Email to [kanderson@kirklandwa.gov](mailto:kanderson@kirklandwa.gov) or hand deliver to Kirkland City Clerk's Office, 123 5<sup>th</sup> Avenue, Kirkland, WA 98033. Applicants selected for interview must be available on Tuesday, April 16, 2013 between 4:30 and 7:00 p.m.. If you need an accommodation in the application process or if you have questions about this application process, please call City Clerk Kathi Anderson at (425) 587-3197. Persons with a disability who need assistance in the application process or who need this application in an alternative format may call (425) 587-3190 or TTY Relay 711.

**NOTE: Please provide answers for all of the questions listed below. A one page resume may be submitted in lieu of question 2. All other responses should be limited to 250 words. Responses may be provided as an attachment to this application.**

*All information on this form, including any attachments, except Personal Information, will become public information when submitted.*

Name: \_\_\_\_\_ Jon Pascal \_\_\_\_\_

## 1. Applicant's Statement of Qualifications:

**In order to be considered for this appointment, you must have been a resident of the City of Kirkland for at least one year at the time of the election and you must be a registered voter.**

- a) Will you have been a Kirkland resident for at least one year as of August 6, 2013? Yes  No
- b) Are you a registered voter? Yes  No

## 2. Describe your education, occupational background and/or community activities that qualify you to serve as a Kirkland City Council member. You may provide this information in a resume not to exceed one page:

SEE ATTACHED RESUME

## 3. Describe why you are interested in serving on the Kirkland City Council:

I care about our community and have the expertise, passion, and energy to make a positive impact. Being a Finn Hill resident, I bring a perspective and background that is not currently represented on the Council. Local government issues including land use, transportation, and public safety are my primary interests. As the City begins to update the Comprehensive Plan, I want to help shape Kirkland's future, ensuring it continues to be a great place to live, work and play.

As a Totem Lake business owner, it is my desire to achieve a significant and prolonged transformation of this area into a robust and diverse economic center. At the same time, I will work to better engage our neighborhoods and develop a sustainable planning process enabling the City and residents to make proactive decisions regarding land use and zoning, and discuss trade-offs and benefits of various ideas. Given my professional background, I will strive to put a renewed focus on improving our transportation system to achieve a truly multimodal network, while also addressing ongoing congestion issues, improving safety, and implementing the latest technology to better operate our existing infrastructure.

Through my work on both the Transportation Commission and Planning Commission, and as a leader of the Finn Hill Neighborhood Alliance, I have had the opportunity to implement new policies, regulations, and projects that have provided tangible benefits to our community. While I am proud of what I have achieved, there is still much more that I want to help accomplish.

4. What do you see as the top three issues currently facing the Kirkland City Council? For each issue, describe the nature of the issue or problem to be addressed, what policy guidance you would provide as a Council member to address the issue and your preferred solution(s). You may provide up to 250 words for each issue.

**4a. Issue #1:**

**Achieving Fiscal Sustainability**

While it is encouraging that revenues are stabilizing, and citizens were willing to support the street and park levies, the Council faces difficult financial decisions when the annexation sales tax credit ends. In addition, it is likely the State Legislature will continue diverting tax dollars away from local government, such as portions of the state liquor tax, and use the revenue to fund state provided services.

I will bring an eye toward the future, assuring that the decisions we make today consider the long-term cost impacts down the road. I want to work to find a sustainable financial model where we can deliver the services our citizens expect and desire, but at a cost we can afford.

In order to lessen the impact on our citizens once the sales tax credit ends, we need to continue implementing mechanisms to boost economic development to generate additional sales tax revenue, look for increased efficiencies in how we operate, leverage our existing tax dollars with outside revenue, and consider alternative service delivery options that provide similar services at a lower cost, such as regional or private partnerships.

Through my involvement in the community, I recognize that implementing change is not easy and takes time. Continued public conversation and dialogue is needed so citizens understand how revenue is allocated and spent. Additional emphasis on tracking key performance metrics is something I intend to focus on to ensure we are receiving the greatest return on our tax dollars.

**4b. Issue #2:**

**Redefining the Neighborhood Planning Process**

Our future as a City is guided by our Comprehensive Plan and individual neighborhood plans. As our Comprehensive Plan update progresses, there is an opportunity to evaluate and implement a new and sustainable neighborhood planning process that would provide more certainty for land owners on how zoning or land use modifications occur. The existing process is flawed and if not resolved, could impact our neighborhoods from piecemeal development and inhibit the City's ability to strengthen our commercial centers.

I offer a background of navigating land use and planning processes throughout the state, knowing what has and has not worked well. Kirkland is unique in many ways, but one differentiator is how much residents care about the future of the City. I want to find a way to have more meaningful dialogue with the public, including more town hall style meetings to discuss the impacts and benefits of various options. I believe the City and neighborhoods have a responsibility to educate residents and business owners on what our current plans envision, why, and what benefits they will provide over time.

I originally volunteered for the Planning Commission to have a role in developing a plan for the new neighborhoods. My goal is to identify a streamlined process that encourages neighborhood collaboration and focuses on core planning elements such as zoning, transportation, parks, and open space. Defining a sustainable planning process will allow continued economic growth while also improving our quality of life.

**4c. Issue #3:**

**Improving our Transportation System**

The next few years will be pivotal for the City when it comes to transportation. We need to thoughtfully consider how our transportation system can best support our land use plan. There are several significant items the Council will have an active role in, including:

- Cross Kirkland Corridor Master Plan
- Transportation Master Plan
- I-405 HOT Lanes
- Sound Transit 3 Planning
- Statewide Transportation Revenue Package
- Juanita Drive & 100th Avenue Corridor Studies

I plan to engage early in each process and work directly with the public and regional leaders to advocate for projects that benefit Kirkland. As a transportation professional, I will provide guidance on how our revenues can be best allocated to achieve our goals. By leveraging our existing revenues to invest in improved multimodal transportation infrastructure, we can encourage job growth, reduce vehicle trips, promote healthy living, increase safety, and protect the environment.

I strongly support a broad range of solutions and investments throughout the City, such as enhancing the Cross Kirkland Corridor to create a world-class multimodal facility. At a smaller scale, I would work to implement projects that address known safety issues, improve school walk routes, and enhance transit service. Through the Transportation Master Plan process, I will look for innovative ways to achieve success such as implementing the latest technology to operate our signal system or identifying key destinations that could be served by a system of trails or pathways, especially in our new neighborhoods.

5. If appointed, would you seek election to the City Council in 2013? Yes  No  Undecided

6. How long have you lived in the City of Kirkland or in the newly-annexed area? 12 years

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Your Signature\*: \_\_\_\_\_ Date: April 9, 2013

**\*Applications submitted electronically will be signed during the interview process.**

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# JON PASCAL

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## BUSINESS OWNER

Local business leader with strong problem solving, negotiation, and interpersonal skills. Experienced at managing and delivering complex transportation plans and projects for public agency clients. Proven record of success providing a high level of client service under short deadlines and intense public oversight. Core competencies include:

- Project Management
- Client Relations
- Strategic Planning
- Financial Performance Tracking

## COMMUNITY LEADER

Civic and neighborhood volunteer who actively follows and participates in projects or events that benefit the Kirkland community. Goal oriented leader and consensus builder. Enjoys identifying opportunities to improve quality of life issues related to transportation, land use, parks, and public safety. Core competencies include:

- Forward-Looking
- Collaboration
- Communication
- Commitment

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## EDUCATION

**Master of Science, Engineering**, University of Washington, Seattle, WA

**Bachelor of Science, Forestry**, University of Washington, Seattle, WA

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## PROFESSIONAL EXPERIENCE

TRANSPO GROUP, Kirkland, WA

2001 to Present

### **Principal**

Partner in this Totem Lake headquartered engineering consulting company that provides transportation planning and design services for clients throughout the nation and internationally.

- Key member of the management team that has nearly doubled revenue and staff over the last 3 years.
  - Responsible for all business development and marketing activities.
  - Routinely manages challenging transportation plans and projects for public agencies throughout the northwest. Has successfully delivered over 30 transportation plans for local communities.
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## COMMUNITY ACTIVITY

CITY OF KIRKLAND, Kirkland, WA

2010 to Present

### **Planning Commissioner, Vice-Chair**

Carefully considers land use and zoning amendments proposed by the City or local property owners. Regularly communicates with the public to understand both sides of each issue, and lets data and analysis drive decision making.

CITY OF KIRKLAND, Kirkland, WA

2001 to 2010

### **Transportation Commissioner**

Chaired the commission for two years and during this time helped develop the Transportation Conversations policy document to assist in addressing important regulatory revisions. Other accomplishments include developing the Active Transportation Plan and Complete Streets ordinance.

FINN HILL NEIGHBORHOOD ALLIANCE, Kirkland, WA

2011 to Present

### **Board of Directors**

Assisted in forming the neighborhood association and currently chairs the policy committee. Worked with the City to fund needed transportation safety projects, preserve open space, expand Juanita Heights Park, and maintain emergency medical service out of Fire Station 24.