



Seattle Works
informs, connects
and inspires people
in their 20s and 30s
to take action in our
community.

**Volunteer. Lead. Influence. Invest.
Do Something.**

www.seattleworks.org

A special thank you to the volunteer team who made this guide possible by generating fearless, on-the-money questions and reaching out to the candidates.

- Patrick Bell
- Jamie Emerson
- Michael Pearce
- Brian Reiffe
- Chris Rule
- Jay See
- Michael Taylor-Judd
- Krystal Wood
- Kendee Yamaguchi
- Intern, Sean McCotter

City of Seattle Mayor

Candidates: Joe Mallahan, Mike McGinn

Salary: \$145,000-\$149,000

Term: 4 years

What the law says: The mayor shall see that the laws of the city are enforced, and shall direct and control all subordinate officers of the city and shall maintain peace and order in the City. He or she may, in any emergency, of which the Mayor shall be the judge, assume command of the whole or any part of the police force of the City; but before assuming such control he or she shall issue his or her proclamation to that effect, and it shall be the duty of the Chief of Police to execute orders promulgated by the mayor during such emergency. The mayor shall perform such other duties and exercise such other authority as may be prescribed by law. The appointment or removal of officers requiring confirmation by the City Council shall be effective only upon the affirmative vote of a majority of the membership of the City Council. It shall be the duty of the Mayor annually at the third regular meeting of the City Council in February, to communicate by message to the Council a statement of the conditions and affairs of the City, and to recommend the adoption of such measures as he or she may deem expedient and proper; and It shall be the duty of the Mayor annually at a regular City Council meeting, at the time he or she presents his or her proposed budget, to communicate by message to the Council his or her recommendation for the adoption of such budget; and the Mayor shall, further, have the right to make special communication to the City Council from time to time as he or she may deem useful and proper.

Translation: The Seattle City Mayor is the head of the Seattle City Executive Branch. He or she will oversee all city operations, and during an emergency, the mayor has the right to assume control over the Seattle police force. The mayor has the power to appoint the heads of various departments within the city as long as these appointees are also approved by City Council. The mayor must also give a “State of the City” address in February. Like the King County executive, the Mayor will submit a budget proposal for city operations to the City Council.

1. Describe your leadership style.

How will you use this to deal with various constituencies, departments, city council, neighborhood groups and residents?

In my 20 years of executive leadership experience, I have established a reputation as an open and accountable leader. I seek input from stakeholders, challenge, evaluate, and make a decision, which I clearly communicate so there are no surprises. I believe that this model of leadership will be a welcome change for Seattle and will help our city move forward and face the challenges that arise during my term as Mayor.

Joe Mallahan

I am passionate about making our world better for us, and our children. That passion is evident in my work and how I lead. I value the wisdom and dignity of every individual. The best work is done when we bring out the best in others. I am a strong collaborator. I believe in going where the facts lead us, even if the path is difficult. That’s why I urged the Sierra Club to stand up on RTID. And, I do not shy from a challenge. This is why I started Great City, fought for the Parks Levy, and am now running for Mayor. I have a track record working to bring people together to create change. When working with others I often find myself in a leadership position, and the leadership is appreciated. I have worked with City Council and City departments over the last several years and this gives me an advantage. My work began in the Greenwood Neighborhood, where I was a neighborhood leader, talking with residents about issues like sidewalks, development, planning, and transportation (among other things). So, I have been a leader of a “neighborhood group”, and then worked with neighborhood groups from all over the city during my work at Great City. As I said before, I value the wisdom of every individual and know that each organization has a voice worth listening to.

Mike McGinn

2. What are your budget priorities?

How does the viaduct fit into your fiscal priorities?

My priorities are taking care of the people of Seattle and making sure that Seattle keeps moving forward. As Mayor, I will seek to make our city government work more effectively. We need to maintain service levels for our most at-risk populations and better distribute support to under-served communities. The Alaskan Way Viaduct is a state highway project. I support the legislature's decision to build a deep bore tunnel and am committed to ensuring that we do our part to keep the project from interfering unnecessarily with people's ability to move through our city.

Joe Mallahan

As I'm sure you're aware, I am against the deep bore tunnel. The deep bore tunnel is not fully funded, is risky, and expensive. It will cost \$4.2 billion, requiring the largest tax increase in Seattle history. There will be no downtown on-ramps or exits, making it useless for 59.8% of current viaduct traffic. And, Seattle taxpayers are liable for all cost overruns — which could be in the billions. It could also prevent us from paying for other essential city services and programs, including other transit options. I support the Transit + I-5 option, which will enhance our waterfront, continue to serve transportation needs, and allow Seattle to spend its money on services and programs that are needed more. In general, my budget priorities are to ensure that we do all we can at the City to avoid cutting programs and services that help Seattleites.

More about my budget priorities can be found at <http://mcginnformayor.com/issues/budget/>.

Mike McGinn

3. We often hear from Seattle Works volunteers that they'd like to ride the bus, but it is often time consuming and inefficient to get between various neighborhoods. So it's just easier to drive. How will you make public transportation easier for residents? Why?

Route effectiveness varies greatly from neighborhood to neighborhood. Seattle certainly has unique geographic challenges to deal with but that does not excuse the difficulty of going from Capitol Hill to Eastlake or Ballard to Capitol Hill or the University District to West Seattle. As Mayor, I will work with our new King County Executive to change the 40 – 40 – 20 funding rule that leaves Seattle, which has the highest bus ridership, with disproportionately low levels of service, and will encourage additional east-west service in particular.

Joe Mallahan

Buses: My goal is to banish the phrase "overcrowded bus" from our vocabulary. If you walk to your bus stop, you should have frequent, reliable, comfortable transit service to get you where you need to go. We can dramatically improve local transit service with simple steps such as removing redundant bus stops, widening sidewalks at bus stops, creating traffic signal priority for transit, implementing pay-before-you-enter fares, boarding passengers through all doors, leveling boarding, and adding bus-only lanes. This will allow our existing bus fleet to serve more people efficiently, as well as provide more reliable service. An investment in better buses means that we can create service frequency, reliability and comfort that will make the bus more competitive with the car for more kinds of trips. Right now, King County Metro has plans for RapidRide lines and a modernized, rapid electric trolley bus system (although Metro is not talking much about improving the electric bus system). The cost would be a fraction of that which the city and state are preparing to pour into an unnecessary freeway tunnel through downtown...

Light Rail: Under Mayor Nickels' leadership, Sound Transit is well on its way towards building a strong regional system. With last year's passage of ST2, we will see this system grow to serve Northgate and beyond, as well as across the lake to the Eastside. While Sound Transit serves many Seattle neighborhoods – and will serve more under ST2 – neighborhoods like Ballard, Belltown, Fremont, Queen Anne, and West Seattle are simply geographically too far away to be served the Central Link light rail line. Sound Transit has no active plans to bring service to the western half of the city. Moreover, these neighborhoods and surrounding areas have taken on substantial growth over the last several years and, as a result, are dealing with dramatically increased traffic congestion. We owe it to the residents of these neighborhoods to provide them with real high-capacity transit choices. At current course and speed, we are probably a minimum of 20 to 30 years away from bringing light rail to these Seattle neighborhoods. These neighborhoods simply cannot wait this long to connect to light rail. This is why I have announced a plan go to the voters with a proposal for expanded zero-emission electric light rail to serve the major areas of Seattle that are not currently served (and will not be served with any current plans that are funded). Within two years of taking office, I will bring a plan before the voters of Seattle that gives them the choice of expanding light rail service within our city.

The plan presented to voters will be assembled following these principles:

1. Voters Decide. The voters will get to make the decision. If the city's voters support the plan, and agree to raise their taxes to fund it, we will get it built as quickly and efficiently as possible.
2. No Wasted Money. We will not put a "Cadillac" plan in front of voters. We need to serve as many neighborhoods as possible as inexpensively as possible. To that end, the light rail expansion will heavily leverage existing City of Seattle right-of-way to create transit-only lanes and corridors for rail.
3. No Delays. If we have the will and work together as a community, we can accomplish light rail expansion much more quickly than in the past. Last month, Portland opened their 5th MAX light rail line. The 8.3 mile line took only 3 years to build and cost \$575 million. Salt Lake City and other cities are on a similar fast track to extend light rail. We can learn from other cities' success at building light rail.
4. No Agency Duplication. The plan presented to the voters will not create another transportation agency. The City will work with Sound Transit and King County Metro to design, build and operate the light rail expansion. Seattle's values on high-capacity transit cannot be clearer. Seattle residents have supported nearly every transit measure presented to them over the last decade. Last year, Seattle voted in favor of ST2 by a margin of 70% to 30%. Seattle citizens are demanding better transportation options. If elected mayor, I will give them that choice.

Mike McGinn

4. What mode of transportation do you use to get to work?

As a busy professional, father, and now candidate, I have the same challenges as Seattle Works volunteers. My time is limited and while I would like to use public transportation more frequently, I find that I, like many people with multiple demands on their time, have to use my car. I drive a Prius and, when I worked in Factoria, I would bike to work across I-90 a few times a year.

Joe Mallahan

I am generally a bicycle commuter, but often combine bike and bus trips, or take the bus when the bicycle needs repair. I use the 358 and occasionally the 5. I use these forms of transportation because it's good for my health, it's efficient, and is usually convenient (because I have worked downtown and have an express bus option). My ultimate goal is to make it easy to for people to make an environmentally-sound transportation choice.

Mike McGinn

5. How would you use your office promote volunteerism and community service?

My parents raised myself and my eight siblings to value caring for others in our community. As Mayor, I will encourage citizens in Seattle to engage with one another through volunteer service. The best way to do that is by volunteering with local organizations myself. I have volunteered as a girls soccer coach and given my time to Treehouse, an organization Seattle Works volunteers know well. As Mayor, I will continue my volunteer involvement with our community. Whether you are interested in the arts or passionate about homelessness issues, interested in preserving green spaces or invested in improving schools, volunteering is a great way to make a significant contribution to our community.

Joe Mallahan

I would continue to strengthen the connections the city has to the multitude of non-profits in the area. Projects like “Climate Action Now” (<http://www.seattlecan.org/>) need to be smarter about sharing resources and creating more people at the grassroots level that are aware and involved. The city, in general, could learn a lot from grassroots movements and how they engage people. With my particular background with the Sierra Club and later at my non-profit Great City, I have a lot to offer in this department.

Mike McGinn

6. Define what a “livable community” means to you.

A livable community is a community where people have excellent access to parks and open space, numerous transit options, affordable housing, and culture. The added benefits of are diverse communities, connections to your neighbors, less traffic, and low crime rates.

Joe Mallahan

A livable community offers strong cultural and educational institutions, walkable neighborhoods, low crime, affordable housing, living wage jobs, vibrant local markets, effective public transportation, and a diverse community where multiple cultures and perspectives are welcomed and shared.

Mike McGinn

7. How would you use social media to engage and inform your participants?

8. Do you personally update your Facebook and Twitter pages? If you don't, who does?

One of my first goals as Mayor will be to make Seattle city government more transparent and accessible, utilizing on-line tools to connect neighbors with city services; provide accurate, up-to-the-minute information, including crime data; and allow citizens to interact with city leaders.

Before I started campaigning, I regularly updated my personal Facebook page. As a candidate, Facebook and Twitter are important communication tools and my communications team updates them.

Joe Mallahan

"Government 2.0", the use of web 2.0 tools in government, is a part of my vision for how the city can work smarter and more efficiently for the people who live here. Enhancing the ways we receive input and engage people in the public process is important. In my opinion we could do a much better job at this. Ideas include an online forum for neighborhood planning, a new site that would make it easier to understand and participate in city legislation, or providing better access to public safety information. Please see www.ideasforseattle.org to create or vote on additional ideas you would like me to consider. Of course, this work needs to occur in conjunction with efforts to increase access to technology for people of all incomes and ethnicities. Please see <http://mcginnformayor.com/issues/internet-infrastructure/> for more information on how all Seattleites could have better access to high-quality internet.

I have a personal facebook page and Twitter account which I personally update. There are several volunteers who operate my campaign Facebook and Twitter feeds. On Twitter, volunteers are identified by initials at the end of each tweet.

Mike McGinn

9. Do you support the Seahawks wearing 10.all green jerseys?

10. If a friend came to visit you from out of town, where would you go to show your friend around Seattle?

The Seahawks management has been brilliant in promoting and connecting the Seahawks organization to the community. I support any decisions they make vis a vis uniforms. I haven't yet seen the new jerseys, but I trust they are Rave green.

I enjoy taking my out of town friends to the fish ladders at the Ballard Locks, followed by lunch at Pike Place Market, or dinner in Belltown or on the waterfront.

Joe Mallahan

Sure! Change is good, and the green makes a bold statement.

I would start downtown at the Market and then take them to some of Seattle's seminal parks and open space: Olympic Sculpture Park, Seattle Center, Gas Works Park, or Golden Gardens. I also would find out what music shows are playing while they're in town.

Mike McGinn

11. Why are you motivated to run for office?

My parents instilled in me a commitment to public service. I have long planned to serve my community by running for office one day. After college, I worked for Rep. Al Swift in Congress and a senior member of his office advised me to study business so that I would be able to understand the economic engine that drives growth and progress. After 20 years as a successful business executive, I am running for Mayor of Seattle because Seattle needs a leader who will keep the city moving forward, helping us expand opportunities for jobs, affordable housing and transportation, improving the quality of life for all of our citizens. I believe that I have the experience this city needs to deliver major projects on time and on budget, grow our economy, create jobs and keep our city moving forward.

Joe Mallahan

Over the past decade I've served on some of the city and state's most important advisory groups, commissions, and campaigns—chosen by mayors and other elected leaders to help solve Seattle's most urgent needs: reliable transit, more parks, better streets, more housing, saving Puget Sound, fighting global warming. This gave me a lot of background and exposure to how things get done (or don't get done, as the case may be). After helping run the successful No on RTID and the Parks and Open Space levy campaigns, which were not fully supported by the establishment (but did get support from the public) I decided that Seattle needed a mayor that would listen to what the people wanted.

Mike McGinn

Seattle Works

**Volunteer. Lead. Influence.
Invest. Do Something.**

www.seattleworks.org

www.twitter.com/seattleworks

[Facebook— be a fan](#)