



## **COVER SHEET - NOVEMBER 2018 ELECTION**

I, Debbie Ruddock, hereby apply for the Coastside Democrats Club endorsement for the office of Half Moon Bay City Councilmember.

My email address is: [Deborah.ruddock@gmail.com](mailto:Deborah.ruddock@gmail.com)

My cell phone number is: 650-533-7497.

The contact person for my campaign is: myself. My treasurer is Maria Grigorieff.

My contact info can be found above.

My treasurer's email address is: [mariagrigorieff@gmail.com](mailto:mariagrigorieff@gmail.com).

My treasurer's phone number is: 650-773-0080.

I am a registered Democrat and have been since 1971.

I certify that the information provided on this application and in any subsequent interview or written submission is true and correct.

Signature: Debbie Ruddock Date: 08/16/18

## CANDIDATE QUESTIONS – NOVEMBER 2018

### 1) Why are you running for this office?

I'm running for reelection to city council to continue the council's work on several initiatives that will determine whether our town continues to be a desirable place to live. These include the City's Local Coastal Program and zoning code update (a draft of the updated LCP is expected to be available in October) and implementation of our recently completed parks and bike/pedestrian master plans. Several applications for major development projects also loom on the horizon. I have the depth and breadth of experience to assure that any new development is an asset rather than a long-term liability, preserves our community character, and protects our environment.

### 2) What will your top priorities be if you are elected?

One of my early priorities will be making sure we do a better job of maintaining and beautifying our public spaces and facilities, including beaches and parks, sidewalks and roadways. We need to take much more pride in our public places and neighborhoods. Top of my list are improvements to the pathway down to the beach at Poplar Park and the roadside trail from Railroad Avenue to the beach. Mac Dutra Park and our unimproved highway medians could use some greening up, and all of our parks including Carter Park and Smith Field could benefit from updates. We now have a Parks and Recreation Master Plan and potential funding from Proposition 68, the statewide parks bond approved in June that will position us for improvements. Better facilities aren't enough though. We need thorough routine maintenance and code enforcement to protect our investments: clean public restrooms, regular trash pickup where folks access the beaches, and vegetation management in public rights of way where it won't impact sensitive resources.

I think we've made great strides in engaging our Latino community. I'd like to add to that more contact with our older residents. The council has included hosting a town hall specifically to learn about their needs as part of our strategic plan update, and I want to help make this happen. I think improving their access to recreational programming and facilities like our beaches and parks are particularly important.

I know we have some important SR 1 and bike and pedestrian improvements in the works, but I think we need to pay more attention to enforcement of traffic rules and look for operational improvements that can help with traffic stress in the short term, including looking more closely at shuttle service to transit stations and large employers over the hill, carpool incentives, ride share, and school buses.

### 3) What do you see as the major issues on the Coastside?

Traffic congestion is getting worse. Visitors are driving the problem. Solving it will be difficult, and we likely can't solve it to everyone's satisfaction. There is solid evidence that

we will not build our way out of the problem, as we now know that widening roads/adding road capacity only invites more cars and more congestion. At the same time, we need housing opportunities for our current residents of different income levels. Now marry these two problems with major infrastructure deficiencies. We have serious problems with our utilities, including phone service and internet. Lately we've been experiencing more frequent power outages. We are a small community, somewhat isolated, and the service providers don't prioritize investments here. Our sewer system is aging and needs serious attention. We lack local urgent medical care for the general population. All of these factors will affect the amount and location of growth we can accommodate going forward. Not to mention the sea level rise projected for our coastline. The growth conversation will be a difficult one.

**4) How will you support the Democratic Party, Democratic Clubs and other Democrats if elected?**

I will continue to support Democratic Party values, candidates, and platforms and volunteer to support democratic candidates including this November.

**5) What have been your most significant contributions to your organization, city or district?**

As a current councilmember I was part of a team getting our gorgeous new library constructed on time, under budget, and without work stoppages thanks to our labor agreements. As a result of my leadership, we now have an agreement with the Half Moon Bay History Association to open our historic jail and barn in downtown.

We've made great progress on drafting an update of our Local Coastal Program, which should be available for public comment this fall. I am proud of the advances we've made in public outreach and engagement, particularly for our Spanish-speaking community. We've established a parks and recreation department, re-established a real parks and recreation commission, and have completed a Parks and Recreation Master Plan and a Bike and Pedestrian Master Plan. We've increased the number of sheriff deputies patrolling the city and reduced response time.

Early in my political career, my leadership on growth management means HMB has in place a system to monitor and control the pace of growth. At the time, approximately 1,000 homes were waiting approval and we would have been swamped. Also as a result of my leadership, there is a free right turn lane on westbound SR 92 at Main Street which has been key to maintaining traffic flow during evening commutes.

Overall, I'm proud that our city in the last four years has become more professional, more civil, transparent and accountable, and we continue to be on a sound financial footing even as we've added staff.

**6) How will you work with, lead, motivate and support your city or district's officers and employees?**

I try to lead by example, modeling the behavior I expect from others. My style is collaborative and I enjoy working with teams. Key to leading and motivating staff is communicating a clear vision of where you're headed; setting realistic, achievable goals, expectations, and milestones with their input; providing constructive feedback and positive feedback when merited and rewards as appropriate. I think it's important to empower people rather than micromanaging and to provide them with the tools they need to succeed in their jobs. My experience tells me public sector employees work in government because they care about the mission, so you have to make that mission meaningful and where you can, exciting.

**7) Have you ever run for political office, served on a political committee or been identified publicly with a political organization, candidate, ballot measure or issue? If so, please provide the details of your involvement.**

Yes. If elected in November this would be my fifth term as a councilmember. I served three terms previously from 1991-2003. I am the principle author of Measures A and D, the city's growth management initiatives that are now law, and was the driver behind the 2010 initiative that changed the city's elections to even years. I also helped draft and was campaign manager for Measure G, a 1991 advisory measure for coastal bluff top protection and played an instrumental role in the referendum of the original Wavecrest project consisting of two golf courses and hundreds of homes. My participation in the measure to stop the destruction of the Main Street Bridge motivated me to make my last run for council in 2014. In the 90s I served for a time as an alternate on the county democratic committee and served as a state convention delegate for Senator Byron Sher.

**8) Is there anything in you background which, if you receive the Club's endorsement, could cause embarrassment to the club? If so, please provide the details.**

No

**9) How can we resolve the following two major conflicting elements on the Coastside:**

- a. The need to preserve the natural coastal environment for all, including future generations, as spelled out in the CA Coastal Act passed by the voters; and
- b. The need on the Coastside for additional housing (both market rate and low-income) and the currently proposed numerous developments on the Coastside (hotels, RV parks, etc.), taking into consideration the Coastside's limited infrastructure (water, sewer, etc.) and the current traffic congestion?

This balancing act will require us to prioritize/concentrate new development in the downtown core area close to services and tightly control greenfield development, i.e. development of the patchwork of undeveloped open space scattered along the SR 1 corridor. An accessory dwelling unit program in established neighborhoods helps accomplish this. We may want as a community to invest in purchasing land in some of those areas for

permanent protections, working with the Coastside Land Trust. In any case, those private property owners – and most of our open space is privately owned – need to receive some economic use of their property or be compensated at fair market value.

Any new development must be able to be supported by adequate infrastructure, preserve our community character, and protect our environment.

**10) What are your ideas for Highway 1 safety and traffic improvements?**

I believe we can't build our way out of our traffic congestion issues. Most experts now agree that increasing highway capacity, i.e. highway widening, attracts more cars and provides only short-term congestion relief. A wider SR 1 would further divide our community, and wider roads tend to be less safe for pedestrians. A continuous 4-lane highway would also change the character of our community and result in even more issues with stormwater, erosion and flooding. As for SR 92, widening would involve securing rights of way and dealing with complex topography, be very expensive – and take so long we would not see the benefit in our lifetimes. We might look at uphill passing lanes westbound, but again you're dealing with topography and large scale environmental impacts.

The council already has approved improvements in some stretches of SR 1, side-by-side with pedestrian/bike improvements. I'd like us to look at one or two pedestrian bridges or underpasses to link neighborhoods in the east-west direction. These are expensive but communities are getting these done. We have some important SR 1 bike and pedestrian improvements in the works, including trail extensions north. We also have to look at managing the demand side. I want to look more closely at shuttle service to transit stations and large employers over the hill, carpool incentives, ride share and bikes hare programs, and working with the school district to revisit school buses. More traffic enforcement would help, especially on the weekends at major intersections. Getting out of our cars is hard. A big change. But we need to work on it not just to relieve congestion but to reduce our greenhouse gas emissions and adapt to climate change. Education will be important.

I am the city's representative on the county's regional planning agency, the City/County Association of Governments (C/CAG) and will continue to do my part to secure grants for transportation improvements.

**11) If you would like to comment on anything concerning the office for which you are running or any other issues that you care about, concerning the Coastside, please do so here.**

We all need to do a better job listening to each other.