

Name: **Bradley Zink**

Age: **45**

Occupation: **children's book author**

Education: **Bachelor's of Science Degree – Telecommunications Management**

Previous Government experience: **No government experience**

1. Why are you running for your respective office?

**“It was once said that the moral test of government is how that government treats those who are in the dawn of life, the children; those who are in the twilight of life, the elderly; and those that are in the shadows of life, the sick, the needy and the handicapped” Hubert H Humphrey**

**I feel that the “voice” of San Marcos is not reflected in the decisions our current City Council has made over the last several years. Schools under-funded and overcrowded, affordable housing grossly underdeveloped in relation to high-price homes, and the slower- than-demand requires development of our overall infrastructure (i.e. utilities, roads, emergency personnel), these are the major issues that the next Mayor and City Council needs to address for the future of our city, and I am confident that I am the “of the people” choice to fill the need for Mayor.**

2. What do you feel are the three biggest priorities for the next city council, and how as a council member would you help the council achieve those objectives?

**1. Prioritize infrastructure buildup prior to large-scale development. Ensure San Marcos can not only accommodate, but maintain to increased demands on our utilities (power/water), our roads (increases size of Twin Oaks Road prior to housing development) and emergency services (police/fire) with the influx of population growth from current and proposed housing developments.**

**2. Focus on the “future” of San Marcos; the children. Ensure safety is properly addressed (increased emergency personnel, fire evacuation plans, and reduced classroom sizes) for our children.**

**3. Addressing the needs of the aging community of San Marcos. Developing a 55+, affordable living housing development (similar to Sun City), rent control on ALL 55+ apartments and mobile home parks (ensuring San Marcos seniors aren't priced out of the city), as well as a 20 year rezoning law (ensuring mobile home park owners won't sell off**

**land to housing developers; for 20 years mobile home park land cannot be rezoned for residential housing).**

3. This year marks the first year that San Marcos will elect representatives by districts. If elected as mayor, what do you see your role is in terms of keeping the council focused on not only the interests of the residents in their specific district, but of the community at large?

**Now having a “true” city-wide representation with district voting, as well as myself as a No Party Preference Mayor, San Marcos will finally have a City Council that, not only represents the masses of San Marcos, but also is a unified “voice” of the city. Having each council member now focused at a certain geographic location in San Marcos, we can now focus city-wide on planning for the development of another school, senior and affordable housing, as well as an equal mix of middle to high-priced housing throughout the city.**

4. A number of residents have complained about the pace and type of development coming into San Marcos, namely that residential development is outstripping infrastructural improvements and workforce and low-income housing is not being approved at the pace of high-end housing. What are your thoughts on the concerns and how would you address them?

**With thousands of new homes, and the additional population to fill these homes, the city of San Marcos is not able to maintain this rapid increase of stresses, on the current system. Buildup of Twin Oaks Valley Road, the current water/sewer infrastructure, as well as adding much-needed emergency personnel (police/fire) is a must, to not only handle current, but future population sizes.**

5. A number of large projects in the unincorporated areas surrounding the city (Lilac Hills Ranch, Newland Sierra) could have a major impact on local thoroughfares if approved by the county. Understanding that while the city does not have any discretionary authority over the projects but it does have the ability to make necessary improvements to its infrastructure, as mayor, how would you address the impacts of these projects on local roads?

**The biggest priority is to expand Twin Oaks Valley Road to four lanes, prior to large-scale developments. Having it four lanes would prevent the need to re-direct traffic from Twin Oaks (a major thoroughfare for I-15 tol- 5), thus reducing the impact on traffic congestion throughout the city (i.e. S. Rancho Santa Fe, the 78, etc.). Without re-directing traffic, local small business won't suffer from customers exiting elsewhere. Also, ensuring the water district can handle the increase strain on the current system, to prevent water main breaks near each new development (like what happened in front of San Marcos High, Cal State San Marcos, and twice on my street, this year alone; all within 2-3 blocks of new build developments), thus causing more unnecessary traffic re-directs.**

6. How would you describe San Marcos' reputation with the business community and what would you do, if anything, to change it?

**I believe San Marcos has a great reputation with local business. Now, let's focus on the "community" aspect. With 4600+ small businesses in San Marcos, competition with chain stores and franchises diminishes the success of small, local business. With the majority of local businesses living here in San Marcos, have the city focus more on community buildup. If each of the 4600+ small businesses donated \$100 to a San Marcos public school, they would get a banner advertising their business displayed for 1 year, reaching ten of thousands of residents. In 3 years, SMUSD would have a balanced budget, local businesses would get greater exposure of their tax deductible advertising, and it would be building the "community" portion of Business Community.**

7. San Marcos has a reputation for being the educational hub on North County, yet many locally believe the city must do more to allocate land for new schools for its own local K-12 district. How would you assure that the city and school district continue to work collaboratively to look for solutions for school overcrowding?

**Working with all the public schools in San Marcos, I personally see first-hand the overcrowding issues with our schools. With development focused on roof-counts, the City has lost focus on the ramifications it has taken on our school district. I strongly propose working with the city of Escondido and Mayor Sam Abed, to re-think the development plans for the defunct Country Club golf course, and build an dual-city STEM K-12 on the existing land. One side of the golf course, build a K-8, the other side a high school. Get local businesses, such as audio/visual companies, to offer STEM classes, teaching children future trade skills, while getting a break on renting facilities at the school. You've now created an income-generating school, STEM schools also receive State/Federal funding, and can alleviate some overcrowding in two cities simultaneously. Also, building a 10,000 seat arena for team sports, you can "rent" the facility out (like Qualcomm Stadium) for income-generating events/fundraisers.**

8. What do you believe is the future of the San Marcos Creek District plan, and how as mayor would you help the city achieve that direction?

**I see a great opportunity for growth along the San Marcos Creek District. With current developments there, it has already started to transform into a key development for San Marcos. Now, continue the development along this district, with affordable housing, small business, as well as a great location to build that much-needed K-12 STEM School. Location has a low-impact on traffic congestion and redirection during construction, the affordable housing will bring our numbers to a respectable level, and the new school will greatly decrease overcrowded classroom sizes throughout the district.**