

2017 Greater Durham Chamber of Commerce City Council Candidate Questionnaire

Candidate's Full Name Cora Cole-McFadden

Your current occupation Retired, City of Durham

Have you held an elected position before? If so, please describe? I have served on city council since 2001.a

Have you ever served on a public board or commission? If so, please state the name of the board and the dates that you served. Durham County Women's Commission,(90s) Carolina Theatre and Durham Convention and Visitor's Bureau Boards.(present)

Have you received endorsements from the Durham Committee on the Affairs of Black People, Friends of Durham, People's Alliance, or any other notable organization? If so, please indicate which ones. .Durham Committee on the Affairs of Black People, Friends of Durham, The Sierra Club, Muslim Americans (MAPAC), Police Benevolent Assn.

1. What do you believe to be the most important job for a member of the City Council? We provide oversight for the operations and performance of city government through our three employees; the City Manager, the City Attorney, and the City Clerk.; make land use decisions, approve the budget, and handle other legislative matters. We set the tone for a business atmosphere that enhances opportunities for growth, economic development, jobs and a great place to live, work, play and visit.

2. Why have you decided to run for City Council in the City of Durham? I decided to redo run for reelection because 1) experience matters, 2)I have institutional knowledge 3) I appreciate and have been a part of the rich history of Durham. 4) Consistency and stability matter. This is a huge transitional time for council.with Mayor Bell's decision not to seek reelection. We cannot afford to compromise the tremendous progress we've enjoyed with his leadership.

3. Please define the constituency for a member of the City Council. Residents, small businesses, corporations, non-profit organizations, churches, neighborhoods and taxpayers generally are constituents.

4. Please define the role you think corporations and businesses should play within the City of Durham. Creation of jobs; partnering with the City in creating training and internship opportunities; cooperating and partnering to meet housing demands and commercial spaces; enhancing revenue by attracting conventions and visitors. In general, helping us create a brand that makes us unique and sets us apart from other cities.

5. Do you support public-private partnerships through incentive opportunities for incubating and recruiting businesses? Please explain your answer. Yes. We help nurture new and small businesses by helping them survive and grow during challenging early stages of development. T.

6. In 2011, the Greater Durham Chamber of Commerce led a sales tax referendum for multimodal transportation. Given recent updates, do you believe the transit plan still makes sense for Durham in 2017-2019? Yes. Also, do you believe this plan supports current and future patterns? Please explain your answers. Durham is experiencing phenomenal growth as is the entire RTP.

The updated Durham and Orange County Transit Plans will connect the Triangle, and improve transit for all Durham and Orange County communities, create a reliable network and enhance access to transit. Corridor improvements speeding buses through congestion and expanded service hours are proven keys to effective transit accessibility and relieving congestion.

7. Do you support tax or other fee increases to augment revenue growth? Do you believe the private sector should pay a greater cost burden? Please state why or why not. Taxes are the least regressive of the two increases. The BID is an example of a greater cost burden but for expanded services/benefits in the downtown district. Other revenue growth avenues include intentional emphasis on income tax credits for low income residents.

8. Please state the top three infrastructure challenges confronting the City of Durham. If elected, how do you plan to resolve these challenges?

1. Affordable housing; efforts are guided by an affordable housing plan

2. Transit/transportation; our transit plan guides our steps in a regional approach

3. Disinvestment in neighborhoods/Poverty: Take one neighborhood at a time to address root causes using a model already in place as well as others proven to be effective.

9. What should the City's priorities be in working with other stakeholders to develop and preserve affordable housing? The Affordable Housing Plan must guide our efforts to develop and preserve affordable housing. Providing continued support and partnerships with experienced affordable housing providers is a must if we are to be successful. In addition, as new businesses come to Durham, we want their employees to be able to live and work here. Another priority should be to avoid displacement as a result of investment.

10. What additional business issue confronting City of Durham in 2017-2019 do you believe to be the most important? Please explain your answer. Downtown parking is a very important issue as well as movement of traffic downtown. Downtown must be consumer friendly and easier to navigate.

Signature: __Cora_Cole-McFadden