

Pflugerville Pflag Q&A [published April 19, 2007]

Name, Age, Address, and Education:

Rod Reyna, 42, 1009 Rocky Creek Dr, Pflugerville, TX 78660
Bachelor of Journalism, College of Communications, University of Texas at Austin, 1987
Capital Area Planning Council Law Enforcement Academy, 2003
Leadership Academy for Public Service, 2007

Family (Spouse's name and occupation; children's names and ages):

Cynthia Reyna, Attorney; Alyssa Reyna, 17; Julia Reyna, 13; Miranda Reyna, 9.

Years of residency in Pflugerville:

14 years, 3 months

Occupation:

Research Specialist, Health Care Concepts; Reserve Deputy Constable, Travis County Precinct 2.

Why do you feel you are qualified to serve on the city council?

I am qualified to be Pflugerville's mayor because my public service experience and proven leadership on community issues is what Pflugerville needs as mayor at this point in time. For the last ten years, I've worked with neighborhoods, citizens, developers, and city staff. I've worked on zoning issues, master plans, and residential and commercial guidelines. I've worked on development agreements, conceptual plans, and marketing of the city. I've built coalitions between various groups who have not been assembled before. My experience will allow me to hit the ground running to manage our rapid growth, such as bring in the economic development we desire to broaden the tax base. I will do the things needed to protect your family and the value of your homes, whether it's the managing of traffic or keeping the integrity of your neighborhood. My plan is to do what's best for your family and our city.

What is the primary theme or message of your campaign, which you hope will resonate with voters?

My public service experience and proven leadership is the difference. Experience and proven leadership on community issues are what this city needs now as mayor. When you are making a hiring decision, you want to hire the most qualified individual—the one with experience—with proven performance and results. For the past ten years, I have been an active participant and leader in a broad spectrum of community activities and civic government matters, including work on the Wal-Mart development, PfCONA, the

Downtown Planning Committee, and the Travis County Bond Committee. My experience and leadership in the community has given me the solid foundation and understanding of the critical issues that Pflugerville is facing and what must be done to improve city economic development, Pflugerville's quality of life, the city's infrastructure, and communication between citizens and the city.

What do you feel are key issues facing the city of Pflugerville and what should be the highest priority?

As mayor, I will focus on proactively managing commercial development, enhancing quality of life, and improving infrastructure and city services. Economic development is the driving force for all these improvements and thus our highest priority. A diversified tax base that includes increased commercial development will reduce the tax burden on homeowners; provide Pflugerville residents with more work and retail options; and increase city resources for improving roads and city services such as our outstanding police department. I am the only mayoral candidate with proven experience addressing these priorities. I will work with Council, like I have in the past, to put policies in place so growth adds to the quality of life in Pflugerville. I will continue working to protect your family and the value of your homes, whether it's making sure we have the best police force, managing traffic congestion, or protecting the integrity of neighborhoods.

How will you keep residents informed and interested in the process of city government?

Communication is one of my priorities because it is important to keep citizens in the loop. Many confrontations can be avoided when citizens are kept abreast of emerging issues and involved in the problem solving process BEFORE a decision is made. As mayor, I will meet regularly with citizens and community groups to exchange ideas and pass on critical information. With better communication, I will have a detailed understanding of the issues and citizen's opinions to make decisions in the best interests of the city. Improved citizen communication and community involvement also rests on having an inviting and respectful tone during council meetings so that our residents WANT to be involved. As mayor, I will work to set this tone for council meetings and behave in a professional and respectful manner toward my fellow council members as well as the residents who come before us to speak on an issue.

What community organizations have you worked with, or do you plan to work with, to accomplish the city's goals?

For the last ten years, I have worked side by side in the trenches with citizens, neighborhoods, community groups on issues important to Pflugerville. I have worked with nearly every city board, commission, and committee and will continue to do so. As mayor, I will continue to work with these groups on behalf of Council so that we move forward in the best interests of Pflugerville. It is important to collaborate with various

leaders and the groups they represent. I have also worked with the Downtown Association, Downtown Planning Committee, Chamber of Commerce, Pflugerville Council of Neighborhood Associations, and other community/church groups. I have also worked with the school district, police department, county commissioner's office, and state representatives. I believe that the city will be more productive by involving and working with all sectors of the community and its leaders.

How will you encourage cooperation and a consensus between the residents, the city, organizations and businesses?

My work with numerous community groups, businesses, and residents in the last ten years has given me experience in encouraging cooperation and consensus. As mayor, I will continue my work with these groups to bring them together to discuss issues and to come up with the best solutions for Pflugerville. I have built coalitions between various groups who have not been assembled before. For example, when the development of Wal-Mart hit a stand-still, I had Council's blessing to work with Wal-Mart officials, city staff, government/community/neighborhood leaders, and citizens. We ended up with a better design and other concessions from Wal-Mart based on my discussions with their officials and the decisions we made as a community workgroup. In the end, the lead negotiator for Wal-Mart commented that he was impressed with the process I led in Pflugerville and it was by far a much better experience than in Austin.

What type of businesses do you think are appropriate for our city and how do you think the city can encourage them to locate to Pflugerville?

I think citizens enjoy the unique retail shops and eateries that have become popular in Pflugerville and that you can't find anywhere else. We need to encourage and support these local businesses. I also think that citizens and visitors enjoy the standard retail chains and eateries and want to have more selection to spend time and money in Pflugerville. One of the mayor's jobs is to be the lead salesman for the city. The mayor should market the city's growing population, prime transportation corridors, and high median income to recruit and welcome businesses that meet the needs of our citizens and visitors. As mayor, I will use my experience in bringing groups together and my detailed knowledge of our community, its residents, and its history to lay the groundwork for businesses, investors, and developers to engage in discussions with the Pflugerville Community Development Corporation, city staff, and the Chamber.

Do you believe the city planning of the commercial development process should include at least one public hearing/work session with city residents, council, commissions and staff?

I think that there will be instances in which a meeting is necessary so that the residents have an opportunity to hear the issue and express their comments and concerns. The Council can use the meeting to be proactive and as an opportunity to inform the residents

and to engage in discussions regarding a particular commercial development. By being proactive and engaging in discussions, we will have better communication and better decisions made for Pflugerville. Another way to address concerns related to a commercial development is to form a community/neighborhood workgroup, which includes Council representatives and/or city staff to work on solutions with homeowners, landowners, and developers.

Do you feel that the city board/commission/committee/subcommittee meetings should be open to the public and recorded in some fashion?

I believe that all meetings conducted on behalf of the city should be open to the public. I feel that committee meetings, like other board/commission meetings, should have minutes taken so that the public can be fully informed. I feel that subcommittee meeting minutes should be an option but that a report shall be made back to the sponsoring group.

Please feel free to add additional comments (limited to 200 words).

I'm running for mayor to be an advocate for you and your voice at the Council table. I'm the only candidate for mayor with a broad range of actual experience and leadership on community issues, including service on city and county committees. I'm the only candidate who has worked with community groups, businesses, landowners, and developers to bring businesses to Pflugerville. I'm the only candidate who has worked with the neighborhoods and citizens on their issues. I'm the only candidate who is a licensed peace officer and who is keenly aware of the issues related to public safety. I will devote my time and energy to build coalitions with the city manager and staff to meet the needs of our community.

I have the support and endorsement of former city council members, our Travis County Commissioner, and school board members. I also have endorsements from many other neighborhood/community leaders, business owners, law enforcement, and citizens. They feel that I have the experience and track record to get things done. I ask for your vote as mayor so that we can work together to move the city forward in a positive direction and create a brighter future for Pflugerville.