

## 2009 Candidate Questionnaire

### SECTION I

#### BASIC CANDIDATE INFORMATION

1. Name as it will appear on the ballot

First Name	Middle Initial or Nickname	Last Name
Brian	E	Carver

2. Office sought (include office, jurisdiction, position/district number):

Seattle City Council Position 4

3. Are you the incumbent?       Yes       No

4. How long have you resided in this district/city?

I was born in Seattle, grew up in Bellevue, and have lived in Seattle for 10 of the past 12 years

5. How long have you resided in King County?

30 years

6. Is the office sought partisan or nonpartisan?       Partisan       Nonpartisan

7. If partisan, please indicate party:

#### CAMPAIGN CONTACTS

Campaign Name:      Carver for Council

Address:      PO Box 3315

City/State/Zip:      Seattle, WA, 98114

Campaign Phone:      206-369-8037

Campaign Fax:      N/A

Campaign E-mail:      Brian@carverforcouncil.com

Campaign Website:      www.carverforcouncil.com

#### POLITICAL BACKGROUND

1. Beginning with the most recent position, please list public offices you have held. Include positions on appointive boards or commissions.

Public Office	Elective or Appointive?	Dates Held	Leadership Role (if any)
N/A			

2. If you ran for public office but were not elected, please list those races below:

Office Title	Year of Run
N/A	

## SECTION II

In this section, we are seeking responses that reflect the four ratings criteria: involvement, effectiveness, character, and knowledge. These are defined as follows:

- **Involvement:** What has the candidate done previously in family, neighborhood, community, volunteer work, employment or public life to suggest readiness to accomplish challenging objectives? How do these activities demonstrate readiness for the challenges unique to the office sought?
  - **Effectiveness:** Has the candidate demonstrated promise of being productive in the office sought? Has the candidate shown the ability to work with other people?
  - **Character:** Do the candidate's personal traits show the ability to take on the responsibilities of campaigning for and holding the public office she or he is seeking? Is the candidate a leader, participant or observer? Is the candidate trustworthy, reliable and candid?
  - **Knowledge:** Has the candidate demonstrated the willingness and ability to learn and adapt? Does the candidate understand the duties and challenges of the office sought? Does the candidate have a firm grasp of the issues important to his or her constituency and their potential effects?
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1. In one page or less, why are you running for this office? (Note: the interview committee will be given a copy of this statement before your interview; at the beginning of your interview you will have the opportunity to expand on this statement in any way you wish.)

I am running for Seattle City Council because I love Seattle and feel that I will be a strong addition to the Seattle City Council team. Today, Seattle needs leaders in government with a vision for the next generation and commitment to measure how policy serves our community. I have a MBA and a Masters in Engineering from the University of Washington and I am currently serving as the Worldwide Lean Manager for Amazon.com.

Lean methodology is a scientific approach to eliminate waste that empowers people to take responsibility and drive positive change across an organization. My programs have added tremendous value to Amazon's customers, and I look forward to bringing this knowledge and experience to City Hall.

Before joining Amazon.com, I've worked in a variety of fields from landscaping in High School to prototype machining at a startup medical device company. I've also worked as a welder at a custom automotive race shop, and a TA for the UW Race Car Development Senior Design Class. These diverse employment experiences have provided me with a background in many parts of our economy and workforce so that I can effectively bring together business owners, unions, and employees to find solutions that create sustainable job growth.

**My top priorities for Seattle include...**

- Improve economic prosperity for all by stimulating job growth and creating more affordable housing.
- Encourage environmental sustainability through public transportation, industry regulation, and personal conservation opportunities.
- Support our youth through violence prevention, improved education, and diverse cultural programs.

My campaign for City Council is the culmination of years of leadership and service. Since I was 14 I have been committed to working with local youth and our environment. Some examples that demonstrate how I have used my service and leadership skills are:

- Led national program to empower more than 2,000 young adults to become strong leaders in their communities, 2008-present
- Inspired more than 200 Seattle high school students in service to others, 2006 - present
- Organized civic environmental projects, resulting in thousands of trees being planted, 1995-present
- Coordinated events that recognized youth and community leaders for their contributions to our city, 2006 - present
- Uplifted dozens of Hurricane Katrina Evacuees at youth and community shelters, 2005
- Project Manager on a new orphanage in Sri Lanka for 200 kids, 2006

Although I will be representing the interests of all citizens of Seattle, I bring to the table a strong insight into the youth of our city. They are our future. Youth provide businesses with ingenuity, creativity, and an amazing implementation of technology. Young entrepreneurs are changing our lives in ways we would not have thought of just five years ago, and we need to inject their energy and special knowledge into every aspect of our community, including the political arena. My wife Jameelah and I have been focused on youth empowerment for several years. We have experienced firsthand the transformation youth can bring to the world with the right skills.

I feel that I have a proven track record in the business community. And, my Masters degrees in both Engineering and Business will be of service to the operations of the Seattle City Council. I look forward to serving the citizens of Seattle as the next City Council member.

2. Describe your most important personal characteristics or traits as they relate to the office you seek.

Commitment to deliver results, teamwork, and innovation are my three most important personal characteristics that also relate to my candidacy for the Seattle City Council. In each initiative I have taken up, from coordinating the 2001 Collegiate Mountain Bike National Championships to starting and running the WW Lean Program for my department at Amazon.com, I have demonstrated a strong commitment to delivering and measuring results that really matter to those I am serving. This starts by having a deep understanding of what needs to be accomplished, setting measurable targets, and driving relentlessly to achieve those targets. At Amazon.com, I have personally identified several key pain points for our customers and I have driven innovative solutions to eliminate those pain points while saving money at the same time. I plan to bring this commitment to deliver results to the City of Seattle with a renewed focus on measuring results from the perspective of our citizens.

This leads into my experience as a team builder and manager. When I took on the team captain role for the Formula SAE Race Car competition my senior year in Mechanical Engineering – I focused on building a strong team instead of focusing just on building the fastest race car. I knew that a strong team would be able to handle the countless challenges that come up when building a race car from the ground up in less than a year. This proved to be the right focus, as we had a technical problem with our engine the first day of the competition, but the team was able to do a full engine swap – on the track – in time to run the competition and we finished that race in the top 5 out of more than 150 schools from around the world with literally seconds to spare before being disqualified. All of the teams I have worked with – volunteer or professional – will tell you similar stories of their experience working with me. My ability to work in and lead effective teams has resulted in some of the most successful and effective teams that my colleagues and management teams have seen. This will be a strong skill to bring to the City Council so that we can become much more effective at working together and with other key stakeholders to deliver results for the citizens of Seattle.

Innovation is also a key trait that I will bring to the Seattle City Council. I have worked in two startup medical device companies, developing innovative processes and technologies at both. At Amazon.com my current role as the WW Lean Manager is focused on training employees across the organization to develop innovative ideas to solve complex problems to benefit our customers. I have been able to successfully create a program that inspires this innovation across the department. With the current budget challenges faced by the city, innovation is key to continuing to deliver value to our citizens while spending less money. The combination of these three traits will provide the right balance of skills to be successful in the Seattle City Council.

3. Please describe, in sufficient detail, one to three accomplishments or contributions of which you are most proud. These examples should illustrate skills and capabilities you think apply to the office you are seeking. These accomplishments may have occurred at any time in your personal, professional, or public life.

**Created and managed the WW Lean Program for my department at Amazon.com:**

In late 2007, I worked to create a program for my department that would drive process improvements to benefit customers and reduce costs. We started by incorporating a kaizen process in the US sites. I trained several kaizen leaders and travelled to other sites in Europe and India to further develop the program. By late 2008, in just one year, the program was so successful that I was given additional resources to further expand the lean program in 2009. To date, we have completed more than 200 projects for substantial savings as a percent of our annual budget and we have been able to involve the majority of employees across the department in all types of positions in driving improvements for customers. We plan to invest further in the coming year, another indicator that this program has been extremely successful. While I know the City of Seattle is starting to adopt some Lean Principles, I will be able to take the program to a new level and be sure it is incorporated within the elected official processes in addition to the City Departments.

**YES!+ National Coordinator:**

In 2008 I took on leadership of the national YES!+ (Yoga, Empowerment, and Service) program. My wife Jameelah had started as the lead of the program in the US in 2007 and together, we have worked to train more than 50 program facilitators, to empower more than 3,000 young adults to be strong leaders in their community, and to build a strong team in more than 20 cities around the US to continue building this program in the years to come. This has been driven with the inspiration and commitment of volunteers, not paid staff, which is a remarkable accomplishment that speaks to the effectiveness and sustainability of the program. As a city council member, I will work to inspire and coordinate thousands of young adults to volunteer in much needed programs including youth development and environmental sustainability. This will support the improvements for our citizens even in the midst of the budget issues currently faced in the City of Seattle.

**Global Youth Service Day:**

In 2008 I partnered with the Nature Conservancy, a local musical group, and many restaurants to organize an event that was attended by hundreds of youth and parents. Being able to inspire groups and organizations to donate their products and services is a useful skill in the City of Seattle as we need to engage the community on an entirely new scale to achieve the goals of economic prosperity, youth empowerment, and a sustainable environment.

4. Please list or describe current and past activities in the community in which you have acquired skills that relate to the office you seek. Include your role in the activity and the year(s) in which you were involved. Involvement consists of many areas such as family, neighborhood, community, employment, or public life.

- Led national program called YES!+ (Yoga, Empowerment, & Service) to empower more than 2,000 young adults to become strong leaders in their communities, 2008-present
- Inspired more than 200 Seattle high school students in service to others, 2006 - present
- Organized civic environmental projects including Global Youth Service Day, Earth Day, and more - resulting in thousands of trees being planted, 1995-present
- Coordinated events that recognized youth and community leaders for their contributions to our city, 2006 - present
- Uplifted dozens of Hurricane Katrina Evacuees at youth and community shelters, 2005
- Project Manager on a new orphanage in Sri Lanka for 200 kids, 2006
- Organized local and national bicycle races for hundreds of cyclists, 2000 – 2002
- Led project to build additional storage for Eastside Multi Service Center for Eagle Scout Project, 1994

5. Please describe the duties of the office you seek. Which are the most important duties and why?

The Seattle City Council is responsible for establishing City policy and approving and adopting the City budget. Ordinances and resolutions are used to establish policy. Also, each city council member leads and serves on at least one committee. The most important duties of the city council include approving the budget and passing legislation. The budget determines both investments that the city will make and revenue streams that the city will draw from to fund these investments and to help drive policy. Some of the core issues facing the city council today include deciding on major transportation projects (in coordination with county, state, and others). If the council determines to prioritize funding for major road projects instead of public transportation – that will impact Seattle’s ability to reduce environmental impact in the decades to come. Also, the city implemented a tax for small businesses for each employee (head tax). This de-incentivizes small businesses from hiring additional people – which slows job growth in economic times like we are currently facing. Clearly, the laws and budget that the city council establish have a very direct impact on issues of primary concern to the citizens of Seattle.