

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
Will		Hall

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

City Council, City of Shoreline, Position 3

3. Are you the incumbent? Yes No

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

9 years

5. How long have you resided in King County?

25 years

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

7. If partisan, please indicate party:

CAMPAIGN CONTACTS

Campaign Name: Elect Will Hall

Address: 832 NW 193rd St

City/State/Zip: Shoreline, WA 98177

Campaign Phone: 206-801-7249

Campaign Fax: n/a

Campaign E-mail: will@ElectWillHall.org

Campaign Website: www.ElectWillHall.org

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)
Shoreline Planning Commission	Appointive	4/2004 – present	Vice Chair, 2008 – 2009; Chair, 2009 – present

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

Office Title	Year of Run

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 committed to public service. I have five years of volunteer service as a Planning Commissioner in the City of Shoreline, ten years of professional experience working for other local governments in high level positions, and a life-long record of community involvement. If the community supports me, I want to step up to the next level on the City Council.

The Planning Commission unanimously elected me Chair in 2009, in recognition of the leadership I continue to provide to the community. Several commissioners and other community leaders asked me to run for City Council to enhance trust, respect, and service in the community. Their support and encouragement led me to run.

I have been a high school teacher, boy scout leader, and soccer coach. I value our youth and our educational system as the foundation for the future. The decisions we make in local government define what we leave to future generations. Over the past year, I attended dozens of meetings about updating the vision statement for the City of Shoreline. I led the Planning Commission effort to draft a new vision statement and framework goals. I have a growing appreciation of the community's priorities for the future, and I want to implement them.

People have commended me on my commitment to learn about issues, see the big picture, and listen to the community. I am respected for my ability to bring people together in a spirit of cooperation so we can build consensus support for action and then go on to the next priority issue. I want to use this approach on the City Council so we can make open, collaborative decisions in a timely way.

The City of Shoreline is still a young city. In the early days, there was a very high level of trust and respect between the City Council and the community. A quick glance at the local paper shows erosion in that positive spirit. I have the knowledge, skills, and relationships to restore trust and respect in city government, to strengthen our partnerships with other public and non-governmental organizations, and to implement Shoreline's vision for the future.

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

My ethics, independence, accountability, big picture vision, and ability to build consensus solutions will make me effective on the Shoreline City Council. As an AICP-certified professional planner, I subscribe to a rigorous code of ethics. My primary obligation under that code is to serve the public interest. It is a great advantage for a public official to be able to rely on such a commitment to guide decisions. I am not beholden to any special interest groups or political parties, so I am free to listen to the public, balance the diverse values of the community, and make independent decisions. Such an approach to city decisions builds trust with the community.

As a long-time public employee and appointed Planning Commissioner, I understand that government and government officials must be accountable to the public. The open meetings and public records laws are there to provide transparency and protect us all from unsound decisions. The record of my comments and votes on the Planning Commission, as an employee of Snohomish County, and as a member of Puget Sound Regional Council committees are all available to the public. Most of them are on the web.

My ability to see the big picture and avoid micromanagement has been honed through two decades of leadership in the public and private sectors. I trust the professional staff to bring forward well-developed technical proposals. When I hold public hearings, I focus on the core issues and the values that are raised, and I avoid wordsmithing and arguing in large groups. I have led cross-functional teams in corporate settings and diverse stakeholder committees in public settings. As a trained facilitator, I seek to understand and build consensus, not to win.

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.

(1) At the University of Washington, I proposed and led a partnership between the Student Loan Office and the Information Systems group to streamline and automate student loan files. I developed the budget and project plan, and managed a cross-functional design and implementation team. The result was a 75% reduction in time spent handling files and significant annual savings. What makes me most proud of that project, however, is not the savings. I am proud that the project won the University of Washington its highest ever award from the National Association of College and University Business Officers (NACUBO), and the award celebrated the collaborative and open approach I designed for the project, not the outcomes.

(2) As a Planning Commissioner, I encouraged the city to work with the community to review and update the vision for the City of Shoreline. With support from staff and the City Council, the Planning Commission led a visioning process that gathered thousands of comments from hundreds of people through dozens of meetings and other methods. I attended more than half of the meetings personally, facilitating discussions with many residents who had never attended a city-sponsored event in the past. I coordinated the process for reviewing all the input and distilling it into a new proposed vision statement and framework goals. I presented a draft at a public meeting and incorporated feedback. As Chair, I had the honor of presenting the unanimous Planning Commission recommendation to the City Council. After briefly considering opening up an issue where the Planning Commission had reached consensus with the community over mid-rise buildings, the City Council adopted our recommendation with only minor changes.

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.

The visioning example described in #3 above was done by the Planning Commission in 2008 and 2009. I was Vice Chair at the beginning and Chair at the end, so my role was truly to lead the process of getting input from the community and distilling it into a vision for the future. The role involved public speaking, meeting facilitation, and a lot of listening and learning.

During my five years on the Planning Commission (2004-present), there were several other examples where I continued to learn how to better build consensus for city actions. In one case, an environmental group advocated passionately to have 150-foot stream buffers around a section of Thornton Creek where the creek was in a culvert. Another faction advocated that no protection was required because it was not a stream when it was in the culvert. After listening to the two sides, I proposed a compromise. Most functions of a 150-foot buffer would not benefit the stream in the culvert today, but a narrow buffer would function to preserve options for daylighting the stream in the future. This innovative "piped stream" concept was put into code and helped get endorsements from the Thornton Creek Alliance and development groups for the city's new critical areas ordinance.

As a teacher (1985-1987), scout leader (1991-1997 and occasionally thereafter), and soccer coach (1985-1987), I learned skills about working in teams of diverse individuals, and working with adults and youth together on life and leadership skills.

I have been responsible for aspects of budget preparation, approval, and administration for the past ten years with Snohomish County, and also as Treasurer and Executive Vice President for non-profits (1996-2005), and with my own small consulting business (2005-present). As an employee of a major accounting and consulting firm (1989-1994), I developed valuable finance and planning skills.

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

The City of Shoreline uses a Council-Manager form of government. The duties of the City Council are to adopt policies and laws, adopt operating and capital budgets, approve contracts, consider the views of all constituents in decisions, represent the city as a partner with other governmental and non-governmental organizations, and oversee the City Manager.

The most important duties of the City Council in this form of government are to consider the views of all constituents in decisions and to represent the city as a trusted and respected partner with the community and other organizations. I say this because all of the other duties are backed up by staff and public processes, whereas the City Council has the responsibility to decide how to balance competing community values and how to represent the city.

The policies and codes that come before the City Council are generally the result of outstanding staff work, and in most cases they have gone through substantial public review by groups such as the Planning Commission and Parks Board before reaching the City Council. So, while that function is important, the responsibility is broadly shared with others. The City Council duty is to provide the high level vision and then ensure that the final proposal strikes the right balance.

The budget also reaches the City Council only after extensive staff work and public input. Setting high level goals and priorities for the budget is one of the most important duties of the City Council, but the responsibility for assembling and administering a sound budget falls with the City Manager.