

## 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
Michael		Marchand

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

**Bellevue City Council, Position #6**

3. Are you the incumbent?       Yes      X No

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

**Seven years**

5. How long have you resided in King County?

**Seven years**

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

7. If partisan, please indicate party:

#### CAMPAIGN CONTACTS

Campaign Name: Friends to Elect Michael Marchand

Address: P.O. Box 50614

City/State/Zip: Bellevue, WA 98015-0614

Campaign Phone: 425-830-6222

Campaign Fax: NA

Campaign E-mail: info@votemarchand.com

Campaign Website: www.votemarchand.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)
Boundary Review Board for King County	Appointed (Governor)	Dec. 2003 - Present	Elected Board Chair, 2007 Vice Chair, 2006 Legislative Committee, Chair, 2007-2009 Fairwood Incorporation Study Committee, Chair, 2008-2009
Washington State Association of Boundary Review Boards	Elected (by Association members)	2007-2008	President, 2008 President-elect, 2007 Legislative Committee, co-chair 2007-2009
Seattle Federal Executive Board, Public Affairs Committee, Chair	Elected (by all regional public affairs officers)	2006-2007	

## 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.)**

The reason I decided to run was because I feel strongly that moving Bellevue forward requires people in government that embody the future of our city, want to be more involved, and are committed to making a vision of a world-class Bellevue happen. I believe that my background of working in and with local, state and federal government has well prepared me for this opportunity.

I believe that City Council needs a fresh perspective on issues and an environment that fosters open discussion. This includes how we are thinking strategically about our investments in important projects that will improve the region's transportation, enhance neighborhoods and parks, and support our businesses and downtown, as well as our schools and cultural activities.

This notion has been reinforced in my conversations with people over the past month since I announced. Simply put, many feel that the council needs "new blood." It's 2009 and people are asking for change. I want to be that change.

I understand that light rail is and will continue to be an important issue. I believe that any light rail solution needs to deliver against a long-term vision, taking into account future needs of our city and region. Any light rail project is about getting a return on our investment. We must critically assess current recommendations and make sure that when we do this we do it right.

I feel strongly that Bellevue must be prepared for the upturn that will follow the current economic downturn. We can do this by setting goals and prioritizing initiatives and projects that will help us realize these goals. We must ask questions -- what does success look like? What is needed to reach that goal? How do we align public and private sector efforts to work in tandem? People have told me that it is critically important to map a development strategy today to realize the potential of tomorrow. And tomorrow always arrives faster than you think.

I am aware of the honor and privilege that comes along with serving the people of Bellevue. It is my hope that the electorate see fit to provide me with that opportunity.

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

I feel fortunate that a number of my personal characteristics and traits lend themselves to being a public official. These include:

I pride myself on my ability to listen and promote an environment where open discussion can take place. It is important that people feel that they can be heard and can speak freely to their council members. This allows them to present and share new ideas, questions, issues, solutions, and comments that may play a large role in the final outcome. And I also feel strongly that you need the ability to see others point of view. You can't be too married to your opinions or you run the risk of coloring discussions, eliminating potential solutions before they are vetted. And, of course, you must have patience. It is a virtue.

I am skilled in developing networks and building alliances to find common ground with a broad and diverse range of stakeholders. In the past I have built alliances with a broad range of constituencies on a host of issues, many of which were volatile in nature. Demonstrating this acumen is very important in the political arena. It enables you to earn trust and respect.

I value knowledge and take stock in understanding past decisions, behaviors and outcomes in order to assess and evaluate plans for the future. I also like to be on top of the issues of the day, specifically so that I can think, speak and act intelligently on these matters with our government officials, the media and the general public

I am a quick study and have been blessed with a very good memory. I have found that the ability to analyze, interpret, and distill – especially for public consumption – complex laws, regulations, and policies is very important in the government arena.

Finally, I am a strong public speaker and take pride in being able to make persuasive oral presentations to a wide variety of audiences where, in some cases, the subject matter is controversial, unpopular, or politically-charged.

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.

I feel extremely fortunate to have had the opportunity to spend the last six years serving on the Boundary Review Board for King County. The experience has enabled me to grow as a person and potential candidate, providing me with deep insight into how cities work and the role the county and state play in the mix.

One accomplishment that stands above the rest was my recent role as chair of the Board's Fairwood Incorporation Review Subcommittee. This committee was charged overseeing the process related to the creation of a financial feasibility study for the proposed incorporation of a new city of Fairwood. This body of work would provide the foundation for three nights of public hearings before our board. The two-year process enabled me to learn in great detail how cities are funded, function, governed, taxed, and how the various stakeholders play a role in the process. Few people ever get to be a part of trying to create a new city. It was an eye-opener. And I cannot think of a better exercise to perform prior to running for Bellevue City Council.

The governor's office has provided me with accomplishments and contributions to many to number. Of note were the many times I was required to diffuse politically-charged issues with a number of audiences including teachers and parents who were upset with the suspension of teacher's pay raises; citizens who were unhappy with budget cuts to Washington state's Basic Health Plan; environmental and health groups angry with our state's water policies; and concerns from the governor's offices of California, Oregon and Idaho regarding our positions on global warming. There is a story for each of them.

That said my proudest accomplishment may have come in 2003 when I teamed with transportation leads from our executive policy office, budget office and state Department of Transportation to build consensus among business, labor, and the public build support for our state's first gas tax in over a decade. This coalition included area leaders from companies such as Boeing, Microsoft and Safeco as well as the Association of Washington Businesses, and key elected officials at the state, county and local levels. The result was an effective communications campaign where all parties kept to the key messages, supporting the passage of this vitally important legislative package. This effort was relived during the governor's "Priorities of Government" initiative that closed the state's \$3 billion dollar budget deficit with no new taxes, and elimination of numerous complex tax and permitting regulations required of state businesses – another tremendous endeavor and experience.

Finally, working on the rollout of the Medicare prescription drug coverage program (Part D) – the largest wholesale change to Medicare in the program's history – was truly an unbelievable experience. I was able to travel to many states and help people understand the new program and, in some instances, significantly lower costs associated with their health care. At times I was overwhelmed when hearing personal stories of how medication costs were forcing some to go without food, electricity, heat and even ration the medications they could afford. The towns and the stories put a human face on the people I represent as "the government." The trip allowed me to be more empathetic toward the concerns of others and was one of the main reasons that I chose to become a mediator in the Federal consortium. It truly changed my life.

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.

You may find additional information on the resume attached.

**Washington State Boundary Review Board**

- Chair, 2007
- Vice Chair and Steering Committee Chair, 2006
- Legislative Committee Chair, 2006-09
- Chair, Fairwood Incorporation Review Subcommittee

**Washington State Association of Boundary Review Boards**

- President, 2007-2008
- Legislative Committee 2005-2009

**Notes:** Appointed by Gov. Gary Locke and reappointed by Gov. Christine Gregoire twice. Past chair for King County and president of the state association comprised of 16 boards and over 50 members. Consider proposals for creation of or changes to boundaries by cities, fire districts and water/sewer districts within King County. Evaluate and ensure compliance with current RCW code, the State Growth Management Act, King County Comprehensive Plan and other regional and local plans; Conduct administrative reviews for all other actions, including public hearings; Represent Boundary Review Board interests in testimony before House Local Government committee. Engage with local legislators and key public policy representatives on land use and legislative issues.

**Office of the Governor, State of Washington, Deputy Communications Director**

**Notes:** Served as a primary day-to-day media contact and spokesperson for Gov. Gary Locke; Communications lead on key issue areas including social and health services, the environment, homeland security, technology, transportation and crisis management; Played a vital role in communications planning and execution including efforts around state and federal legislation; Developed and implemented proactive statewide media relations strategies for the office; Provided strategic analysis and positioning recommendations for the governor and Washington state on national and international matters; Worked closely with the senior staff and policy advisors on communications initiatives; Collaborated with communications counterparts at the local, state, and national level.

**The U.S. Department of Health and Human Services (HHS) Seattle, WA**

**Centers for Medicare & Medicaid Services (CMS), Public Affairs Director, Region 5 and Region 10**

**Notes:** Oversaw public affairs department for the CMS Region 10 office, serving Alaska, Idaho, Oregon and Washington. Later assumed responsibility as public affairs director for Region 5 serving Michigan, Minnesota, Wisconsin, Indiana, Illinois and Ohio; Served as the region's chief communications strategist and official spokesperson on Medicare, Medicaid and State Children's Health Insurance Program (SCHIP) issues; National and regional communications strategist for HHS and CMS campaigns including the roll out and positioning of Medicare's prescription drug coverage, preventive benefits, electronic health records and health IT, citizenship provisions, as well as other efforts; Strategic lead on volatile crisis communications issues involving agency issued financial penalties, decertification and/or closing of health care facilities, and other legal actions; Actively engaged multiple stakeholder audiences to ensure the timely dissemination of information including the media, federal and state political officials and staffers, CMS partner organizations, private industry and the public; Collaborated with other state and federal agencies on issues, including other agencies within HHS.

**Waggener Edstrom, Director, Public Affairs**

**Notes:** Instrumental in creating and executing Microsoft's public policy positioning for Washington state covering health, economic development, transportation, regulatory reform and education issues.

**Microsoft Corporation, Health Solutions Group, Director, Public Affairs**

**Notes:** Lead on key issues areas related to current stimulus legislation as well as regulatory efforts occurring within the U.S. Department of Health & Human Services. Tracking current efforts at the state level related to health information technology spend and ongoing impact of the current economic downturn.

**Bellevue School Foundation, Member, Grant Making and Resource Development Committee**

**Washington Bar Association - Dispute Resolution Section, Member**

**Seattle Federal Executive Board's Consortium of Mediators**

**Dispute Resolution Center of Snohomish and Island Counties**

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

The duties of a City Council member are many. They are tasked with creating policy, working with staff and other council members, interfacing with key constituency groups including the neighborhood communities, business communities, and a host of additional groups. There are also requirements for them to serve in additional government entities outside of just their council duties. Safe to say there is no shortage of duties.

Of all the duties, I view the most important one as being a steward for the vision of the city. This is where council can take the opportunity to listen and then work with the staff and public about how best to put policy in place that provides the foundation to realize that goal.

To that end it is important that council members understand the ramifications the council's policy actions, specifically as it relates to how they may impact existing and future laws. It is important that council members consider the long-term effects of their policies and assess if what they are seeking to add or change will ultimately succeed over the long haul.

It is also critical that council members are attune to the city's budgetary needs and overall spend. At the end of the day it is all about getting the city getting the best return on its investment. Members must make sure that they are funding programs and initiatives that map to the vision of the city. This means doing due diligence to prioritize efforts that help reach desired goals. I think of it as if the council was parents running a large household – you have to know what money is coming in, what money is going out, and what are necessities and what are luxuries. You can't ask your boss for a raise every month to cover your expenditures.

I also believe that it is important that members carry issues to council on behalf of the people as well as provide a setting – either in a 1:1 or 1:many format, so that people can be heard. It is our duty to listen to the public and provide a place for them to provide input into the process. Making this happen does not mean that everyone will be happy with a decision or vote. But I have learned in those situations that an unhappy citizen that respects the fact that council let them be heard is much better than one who feels that their government does not care about what they think.

Finally, teamwork is very important. This teamwork extends beyond just council members and employees but also to key public and private stakeholder groups, organizations, committees and even other elected and non-elected officials. You have to play well with others in politics – at every level. In the role of a council member this is mission critical.