

**FORT COLLINS BUSINESS COMMUNITY  
CANDIDATE ENDORSEMENT QUESTIONNAIRE  
2019 CITY OF FORT COLLINS ELECTION**

**Questionnaires are due back to [ahutchison@fchamber.org](mailto:ahutchison@fchamber.org)**

**by 10 a.m. on Thursday, January 24, 2019  
Please note that all questionnaire answers  
will be shared with the business community.**

Office Sought: Mayor	District (If Applicable):
Name: Michael Pruznick	
Home Address: 636 Castle Ridge Ct, Fort Collins, 80525	
Daytime Phone: 970-673-7840	Evening Phone: 970-673-7840
Fax:	Email: <a href="mailto:VoteMike@pruz.org">VoteMike@pruz.org</a>
Employment: PruzLabs/Self	
Length of Residence: In City: 18	In District:

***Please limit responses to approximately 200 words per section.***

**(1) Education:**

BA Computer Science with emphasis in Political Science and U.S. History. Pruznick was one class short of his BS in Systems Engineering when his wife earned a full-ride plus research grant to Stanford for her Master's degree. Pruznick prioritized and took the lower degree early, put service before self and eliminated the glass ceiling for his family. Exactly the attitude Pruznick will bring to the job of Mayor.

**(2) Past and Present Community Service Including Offices Held:**

Fort Collins-Loveland Water District (FCLWD), Director (2018-present)  
 Larimer County, Red Feather Lakes Planning Committee, Secretary (2018-present)  
 CSU, Water Literate Leaders of Northern Colorado (2018-present)  
 League of Women Voters, Where Will Recycling Go (2018)  
 Elevate Climate Action, Selectee (2018)  
 Northern Water, East and West Slope Tours (2014, 2018)  
 HOA Board, Vice-President, Treasurer (2013-2018)  
 Sustainability Living Association, Sustainability Leader (2017)  
 Poudre School District, Insight (2016)  
 World Wide Views on Climate and Energy (2015)  
 Ignite Fort Collins, Urban Self-Sufficiency (2015)  
 350 Northern Colorado, Weld County Fracking Tour (2015)

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350 Northern Colorado, Climate Action Team (2014-2015)  
Fort Collins, Parking Board, Vice Chair (2013-2015)  
Toastmasters, Area Governor, VP Membership, Sargent At Arms (2008-2015)  
Fort Collins, Watershed Tour (2014)  
Larimer County Sheriff, Citizens Academy (2014)  
Larimer County, County Works 101 (2014)  
FC Public Media, Program Provider (2014)  
Citizens for Recycling Choices, President (2014)  
Family Leadership Institute, Steering Committee (2012-2014)  
Circles Larimer County (2013)  
Bridges for Business (2012)  
Fort Collins Police, Citizens Academy (2013)  
Fort Collins, City Works 101 (2013)  
TBD Colorado, D14 Representative (2012)  
United Way, Board Bank (2012)

**(3) Past and Present Employment/Business Experience:**

NASA Research Aircraft crew member, NASA/FAA Air Traffic Control Automation, HP Bring-up and Network Appliance Engineer, Monta Vista Linux Early Founder Kernel and Professional Services Engineer. Owned several small businesses. Key areas of responsibility: Mission Critical Systems, Downside Risk Management, Human Factors, and System and Network Administration.

**(4) Current Employment and Responsibilities:**

Currently own and operate PruzLabs, Home of the Community Wise Way where People and Planet are our priority. Presently, main focus area is affordable and sustainable housing projects, including energy and water independence.

**(5) Specific Qualifications For This Office:**

Pruznick is committed to ending confrontation and supporting cooperation. In 2018, one of Pruznick's first duties on the FCLWD board was to face a room of business customers expressing concerns about how the proposed rate change would cause extreme harm to their businesses. Pruznick listened and supported a lower rate structure that has been met with thanks and compliments. In 2014, Pruznick promoted the Direct Potable Reuse model as an alternative to NISP, because this model addressed the needs of both sides, more water in the Poudre

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for the pro-river groups, low-cost sustainable water supply funded by free-market competition for the pro-growth groups. In 2012, Pruznick helped reduce West Nile spraying conflicts, by bringing the idea of using GPS tracking on the spray vehicles. Opponents can now make informed decisions to avoid being sprayed and proponents now know when the one-hour quarantine around their home is in effect. Pruznick is focused on bringing both/all sides together

**(6) Why are you running for this office?**

Pruznick is dedicated to continuous improvement to provide better government at a lower cost. Where are the farm jobs, steel jobs, auto jobs, silicon jobs, car repair jobs, TV/appliance repair jobs? Earning first place is the easy part. Keeping it, by adjusting to change, is the hard part. Fort Collins Police Services reports show that, in the last four years, homicides are up 150%, rapes are up 48%, and overall crime has outpaced growth nearly 2:1. In a recent survey, 47% of respondents said that Fort Collins can do A LOT better, while only 46% felt Fort Collins was performing well. Pruznick is committed to ensuring our future greatness by improving the way we adjust to the changing landscape.

**(7) What have you done to prepare for election to this office and how you will you conduct yourself if elected to this office? What experiences have you had that makes you qualified to serve in office?**

Pruznick has listened to feedback from past elections about how to focus on the positive. During the FCLWD candidates form there was a derogatory statement towards developers. Though 100% of the opposition were developers, it was Pruznick that reminded people not to judge others by their group associations. Pruznick has learned how to turn complaints into constructive action as shown by his role in eliminating the FCLWD rate change controversy. Pruznick has continued to serve the community on the Larimer County Red Feather Lakes Planning Advisory Board. Pruznick has continued to stay current on city issues by participating in city meetings, surveys, and watching council meetings on-line. Pruznick has continued to increase his knowledge of local issues by applying for and being selected to exclusive programs such as CSU's Water Literate Leaders.

**(8) If you are elected, what are the top three accomplishments you want to**

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**have completed by the end of your term, how will you pay for them and how will you get them done?**

1) IMPROVING THE WATER SURCHARGE POLICY: At FCLWD, Pruznick supported a phased-in surcharge that has been welcomed by the customers. Pruznick will support lowering the city surcharge until the proposed Allotment Management Program can be fully implemented next year. Thereafter, Pruznick will apply a gentler phased-in surcharge. The cost of fixing this issue will be less than the economic harm caused by the policy.

2) IMPROVING ELECTRIC BASE AND PEAK RATE STRUCTURES: Pruznick learned with the FCLWD rate change that the best data and intentions can still come up with non-optimal solutions for some. Pruznick's privately funded Fossil Fuel Free Demo Home Project offers solutions to excessive rate increases and growing infrastructure costs, at little to no additional cost to the taxpayers while providing the possibility of profit to the home owner.

3) ADDRESSING THE GROWING VIOLENT CRIME RATE: Pruznick will encourage open dialog with the police and community to understand the causes and solutions to this issue. Only after these conversations can we talk about how to pay for it. However, one thing is clear, the cost of preventing violent crime is less than the cost of its continued growth.

**(9) What do you think are the top 3 economic priorities the city government should undertake during the next four years? What role should Fort Collins have in economic development? How will you make the economy a City budget priority?**

1) RED-TAPE REDUCTION: Pruznick believes government should limit regulation to external impacts, and stay out of internal business processes, such as telling waste haulers how to charge customers.

2) SMALLER GOVERNMENT / LOWER-TAXES: In trying to build the Fossil Fuel Free Demo Home Project, Pruznick found the biggest inhibitor to be the government, requiring an estimated \$10,000 in economic harm and 85 metric tons of CO2 environmental harm and the taxes to mitigate this harm. Pruznick supports eliminating detrimental government and the taxes that support it.

3) WATER SUPPLY: Now that Northern has committed to enhance the Poudre with minimum stream flows, Fort Collins must support NISP. Without NISP, there will not be enough water for growth which will result in increased customer costs, decreased quality of life, and general economic detriment.

ECONOMIC DEVELOPMENT: Pruznick supports efficient city infrastructure,

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safe neighborhoods, and working with the school district to maintain top-notch schools. Pruznick will focus on improving our strong foundation to support the future.

BUDGET: Pruznick will seek to minimize up-front development fees by maximizing the amount that can be bonded and secured by the property taxes of the benefiting property owner.

- (10) **How will you make Fort Collins a more Jobs Friendly community? Are you willing to engage with business leaders to discuss these solutions? Please explain how you will stay in touch with business leaders.**

JOBS: Pruznick sees this as a collaboration between employers, the Fort Collins Economic Health Office, the Larimer County Workforce Center, and secondary and post-secondary education institutions.

ENGAGEMENT: Pruznick enjoys reading Sheriff Smith's social media postings instead of reading the news media's filtered version. Likewise, as Mayor, Pruznick believes it is critical to hear first hand, without staff's filters, what concerned community members have to say, business or otherwise.

STAYING IN TOUCH: I would like each stakeholder group to tell me what works best for them. Keeping in touch is about you, not about me. It should be done your way on your terms, within reason.

- (11) **What role should Fort Collins have in the region? What do you believe are the top issues facing Northern Colorado in the next several years?**

The region has changed. Instead of our neighbors coming to Fort Collins, it is Timnath and Loveland that have Costco and Centerra that are attracting our consumers and job seekers. Most people no longer want or need to drive through Fort Collins to get to the mall when they can drive less time on the freeway to get better products and lower prices with lower taxes. Our neighbors no longer need us, they no longer need to collaborate with us. They get better results by competing against us. First we must admit and accept this reality, then we can discuss if and when regional collaboration is appropriate. Top issues I'll seek to address are: 1) Why the smaller Cheyenne Regional Airport, is growing faster and stronger than the Northern Colorado Regional Airport. 2) What role the City should have in Regional Water Collaboration Steering Committee given that it has formally expressed opposition to NISP, the regional water supply project. 3) Protecting our investment in Rawhide by finding dirty coal plants to shut down first. 4) Adding 2 free/open lanes to I-25.

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5) Supporting expressways among regional centers. 6) See TIF comment under #16 below.

**(12) Colorado will continue to grow, including our area. How should Fort Collins plan for growth, if at all?**

1) PLENTIFUL WATER AND POWER SUPPLIES: Quality of life means not having to worry about drought restrictions lowering property values or time of day rates making the air conditioner you paid for an abandoned asset. Pruznick will support smart beneficial growth. Smart beneficial growth, like a primary employer, brings in more resources than it consumes, thus increasing quality of life. To this end, Pruznick strongly supports tools like Metro and special districts to enable development fees to be bonded and paid for by the benefiting property owners on the back-end, instead of being an up-front risk to the developer that adds to the purchase price and reduces the market of qualified buyers.

2) QUALITY K-12 EDUCATION: Employees want great schools. Fort Collins must work with PSD and the state to make sure the quality of our schools is maintained, while making sure the largest component of our property taxes do not grow without bounds. Pruznick has been floating the idea of a school funding special district for several years, essentially, a metro district for schools. Such a district would allow growth to bond the cost of land, brick, and mortar, while freeing up existing revenues for operations.

3) DESIGN TO REDUCE CRIME: As the world changes, so must development codes. In the last four years, crime has outpaced growth nearly 2:1, with violent crimes leading the way, murders up 150%, rapes up 48%. The design to reduce crime model, lowers both up-front and on-going costs, while increasing quality of life and safe neighborhoods.

**(13) Tell us about your participation in the City Plan process.**

Pruznick attended the Launch Meeting at the Drake Center and the Transportation Meeting at the Lincoln Center, participated in several other events and surveys, and provided direct feedback to city leaders. At the transportation meeting, Pruznick was pleased to hear Mayor Troxell promote reusable parking structures, an idea Pruznick first brought up several years ago while serving as Vice Chair of the Parking Board. Pruznick will ensure that the new City Plan "Big Ideas" protects private property rights and business owner flexibility.

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**(14) What are the top two issues facing city government over the next 4 years and why do you believe they are the most important?**

ECONOMIC HEALTH AND QUALITY OF LIFE: Economic health is a function of quality of life, including quality education for children, affordable housing and utilities, accessible daycare, reduced congestion on local and regional roads, and gainful employment opportunities. Pruznick is committed to adjusting to the changing landscape as evidenced by his commitment to Design to Reduce Crime, energy independent housing to capitalize on our FortZED investment, and support of Direct Potable Reuse to address the water supply need beyond NISP and Halligan.

**(15) What economic tools should the City add to their "tool box" of resources to attract, retain and expand key employers?**

Every business is trying to be more efficient. This generally means less employees, less overhead, less bureaucracy, longer lasting products, maintenance free products, and more automation per customer. Jobs are last century's solution. This century requires forward thinking, such as homes that provide disposable income through on-site privately funded green energy production, and compelling local attractions such as sports, entertainment, and tourism. Two centuries ago our country was run on agriculture farmers and livestock ranchers. This century we need to transition to privately funded urban wind ranching and solar farming, and the local jobs they will bring. We have all the tools we need for these, we just need to use them smartly. Our biggest risk is lack of school funding and to that end we need a school funding district from the state. There is one tool we must remove from our toolbox, TIF. The 2019 PSD Mill Levy Certification includes a 5.4% increase in your property tax bill to pay for TIF projects, most of which leaves our community to benefit our regional competitors.

**(16) What is your position on the Fix North I-25 effort? Why?**

Population is expected to double. Pruznick supports doubling the number of free/open lanes. A single carpool lane will be obsolete before it is completed. Those who are celebrating the current expansion should not rest, the job is not done, it is just beginning.

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**(17) Why would a business person support your election to office?**

Pruznick seeks to reduce government interference with businesses. Last year the city updated the Pay as You Throw Policy for waste haulers. Even with support from the haulers, it was so complicated that one hauler did it wrong and had to issue refunds. Pruznick wants to eliminate both use tax and even sales tax to make our local businesses more competitive with the Internet. Pruznick supports fees over taxes, because they charge each customer class their fair share, and the legal nexus rule prevents overcharging . For example, trucks do most of the damage to our roads, yet Internet deliveries are not charged a fee for this damage. Instead, our mom and pop stores have to tax their customers to provide their competition a competitive advantage. Pruznick wants reduce dependency on government and its rules and regulations.

**(18) If business groups endorse you, is there any significant information that could come out about you during a campaign that could potentially embarrass you (and them) publicly? (ex: bankruptcy, arrest, conviction, etc.)**

No.

Michael Pruznick, 1/24/2019

Signature, Date