

**FORT COLLINS AREA CHAMBER OF COMMERCE
CANDIDATE ENDORSEMENT QUESTIONNAIRE
2021 CITY OF FORT COLLINS ELECTION**

**Questionnaires are due back to ahutchison@fcchamber.org
by noon on Tuesday, February 16, 2021
Please note that all questionnaire answers
will be shared with the business community.**

Office Sought: City Council Member	District: 4
Name: Shirley Peel	
Home Address: 6601 S Shields	
Daytime Phone: 9702224081	Evening Phone: 9702224081
Email: shirley@voteshirleypeel.com or shirleypeel66@gmail.com	
Employment: Retired Educator	
Length of Residence: In City: 20 yrs In District: 11 years approx..	

Please limit responses to approximately 200 words per section.

Education:	
Past and Present Community Service or Volunteer Positions Including Offices Held:	<ul style="list-style-type: none"> • Larimer County Citizen Review Board (2020-2023) • Board Member/Founder CCA (2007-2021) • Volunteer in Poudre School District classrooms (2002-2015) • Classroom Volunteer Coordinator(2002-2006) • Various Committees for Children's Activities (1997-2019) • Mentoring College Age Students (Victims of Abuse 2002-2017) • Kingdom Kids Children's Day Out Board (1996-2000) Board member for organization serving 100+ children • Grace Children's Board (1996-2000) Board member for organization serving 200+ children.

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<p>Past and Present Employment/Business Experience:</p>	<ul style="list-style-type: none"> • Christian Core Academy (2007-Present) Director/Founder/Board Member • Comstock Preschool (1991-1993) • Director/Founder • San Felipe-Del Rio Consolidated School District (1988-1991) <ul style="list-style-type: none"> ○ Classroom teacher ○ Gifted and Talented Committee Member ○ District Curriculum Development Committee Member
<p>Current Employment and Responsibilities:</p>	<p>Retired but currently serving as Interim Director for CCA until May 2021.</p>
<p>Specific Qualifications for This Office:</p>	<ul style="list-style-type: none"> • I have organized two highly effective, goal-oriented education programs from the ground up. • I have served on numerous boards as an effective, contributing member. • I am an innovator, a bridge builder and a problem solver. • I am a concerned citizen of this community.
<p>Why are you running for this office?</p>	<p>As a retired educator and an empty nester, I have more time than most to serve my community. I would like to bring a moderate voice to the Council and I believe I am that moderate voice among the 5 candidates running for the District 4 seat.</p>
<p>What have you done to prepare for election to this office and how you will you conduct yourself if elected to this office? What</p>	<p>I have done extensive research on the area issues: some of which I have been aware and others of which I just became aware. I will conduct myself in office just as I have</p>

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<p>experiences have you had that makes you qualified to serve in office?</p>	<p>always conducted myself in my personal and professional life, with integrity, compassion, and civility, welcoming open dialogue. Serving on boards and committees and developing successful programs has given me skills that I believe will translate to being a successful council member.</p>
<p>What do you think are the top 3 economic priorities city government should undertake during the next four years? What role should the City of Fort Collins have in economic development? How will you make the economy a City budget priority?</p>	<p>1. Top 3 Economic Priorities</p> <ul style="list-style-type: none"> • Help businesses recover from pandemic. <ul style="list-style-type: none"> ○ Press to safely open businesses to largest capacity. ○ Make business recovery a priority in the city budget by diverting appropriate discretionary spending. ○ Explore possibilities of deferring payment of business taxes, licenses and permit fees. ○ Explore with landlords the possibility of negotiating payment plans and suspending late fees. ○ Press state for more aid for businesses. ○ Offer grants if possible. • Re-development of the mall. <ul style="list-style-type: none"> ○ Seems the make-up of the mall does not appeal to the right market. ○ City needs to partner with the developer to re-work the make-up of the mall to appeal to correct market. ○ Key piece of the development of mid-town area. • Addressing the drop in tourism specifically the lodging industry. <ul style="list-style-type: none"> ○ The lodging industry has taken a

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	<p>huge hit because of the pandemic.</p> <ul style="list-style-type: none"> ○ City needs to help develop a tourism plan to bring this source of revenue back to our city. <p>2. Role the City of Fort Collins should play in economic development.</p> <ul style="list-style-type: none"> ● Making sure policies and ordinances are not prohibitive to best business practices. ● Partner with businesses to provide a business-friendly environment while balancing the needs of community. ● Allow free-market policies to drive the economy. <p>3. How to make the economy a priority in the city budget.</p> <ul style="list-style-type: none"> ● Start with the premise economic growth should drive the budget, not services provided to the community. Economic growth provides for the services that make the community a desirable place to live.
<p>How will you make the City of 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.</p>	<p>1. Making the City of Fort Collins a more Jobs Friendly Community.</p> <ul style="list-style-type: none"> ● A partnership with the city, county and businesses to provide training is a start to help businesses have a reliable workforce. ● Make sure housing affordability is not a barrier to the workforce. ○ Although not the responsibility of the city to provide affordable housing, it is the city's

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	<p>responsibility to ensure they are not making it harder to obtain affordable housing.</p> <ul style="list-style-type: none"> ○ Partner with and make it easier for charitable organizations like Habitat for Humanity and the church community to build starter homes. ○ Remove the U + 2 ordinance. ○ Relax zoning laws to allow manufactured home parks within reason, higher density building. ○ Revamp the land use code to be able to provide for more innovative housing. <ul style="list-style-type: none"> ● City can work in partnership with the businesses for a healthy business community who in turn will have incentive to possibly offer the following. <ul style="list-style-type: none"> ○ First time buyers savings account ○ Housing stipend as part of wages ○ Bigger employers be able to build starter homes for employees. 2. I think partnering with the business community is an absolute must to maintain the health of our community. 3. Businesses will be my priority and I would welcome a weekly listening session with business leaders in the community.
<p>What role should the City of Fort Collins have in the region? What do you believe are the top issues facing Northern Colorado in the next several years?</p>	<p>1. Fort Collins as the fourth largest city in our state is the leader in Northern Colorado. Addressing the top issues in Northern Colorado in a timely, forward thinking manner will ensure</p>

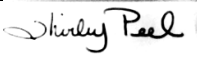
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	<p>that our city continues to lead the area.</p> <p>2. The top issue facing Northern Colorado in the next several years is the projected growth in our area. This unprecedented growth is causing a need to address water storage, building of adequate infrastructure such as roads, especially the I-25 project, and providing for internet access, all while minimizing the environmental impact this will have on the Northern Colorado area.</p>
<p>Colorado will continue to grow, including our area. How should the City of Fort Collins plan for growth, if at all?</p>	<p>Fort Collins needs to collaborate with businesses, community members, local government entities and developers to create a systematic, comprehensive growth plan. The plan needs to include the following elements.</p> <ul style="list-style-type: none"> • Providing water to new development and for water storage. • Common sense zoning practices and land use that adapts to the changing needs of the community. • Strong partnership with developers and the continued use of metro districts. • Provide for not only the peripheral spread, but also the development of infill sites. • Plans to help the continued housing shortage.
<p>What are the top two issues facing city government over the next 4 years and why do you believe they are the most important?</p>	<p>Obviously mitigating the effects of the pandemic on our business community is the most prevalent one at the moment. Other than the pandemic recovery, Fort Collins City Council needs to address</p>

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	<ol style="list-style-type: none"> 1. Anticipated growth (see previous answers) 2. Transportation and Traffic <ul style="list-style-type: none"> • Adding, widening and or improving roads and highways. • Completion of the I-25 project. • Long term look at bypass construction around the city. • Increase public transportation options.
<p>What economic tools should the City add to their "tool box" of resources to attract key employers?</p>	<ol style="list-style-type: none"> 1. Remove barriers to healthy housing market. 2. Help businesses develop a trained workforce. 3. Economic incentives for businesses to locate in Fort Collins.
<p>What are the top three transportation improvements the City of Fort Collins should accomplish? What is your position on the Fix North I-25 effort? Why?</p>	<ol style="list-style-type: none"> 1. Top 3 transportation improvements (see answer above) 2. The Fix North I -25 effort needs to be completed. <ul style="list-style-type: none"> • I-25 is heavily traveled and is somewhat dangerous because can't handle the volume. • I-25 is a major thoroughfare that brings people to and from our area. • I-25 needs to be able to handle an even greater increase of volume due to the projected growth.
<p>Tell us about your understanding of water issues in Northern Colorado.</p>	<p>Water supply to our community is critical with our community having little to no margin in regard to supply. There are downstream flow requirements that are not negotiable. Low rainfall and low snowfall will put the city water supply at risk without storage capacity to alleviate these risks.</p>

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<p>What is your position on water storage in northern Colorado? Do you support the NISP project? Do you support the Halligan project? Why do you hold these positions?</p>	<p>Water storage in northern Colorado is a must. We simply cannot conserve our way into having enough water. Therefore, the NISP project and the Halligan project make the most sense, have been well designed and thought out and will be an asset to our community and the surrounding areas.</p>
<p>Why should the members of your district support your election to office? Why should someone who is interested in a vibrant city economy vote for you?</p>	<p>Members of District 4 would have a council member who has the time that is needed to devote to the office and can be responsive to their needs in a timely manner. Members of our community would have a council member who truly believes that the success of our community is dependent on the health of our business community.</p>
<p>Do you have existing relationships with anyone on City Council or Staff? And how will those relationships help you serve the citizens of Fort Collins.</p>	<p>During the process of this election, I have come to know Delynn and Rita at the Clerk's office and I find both of them extremely helpful and infinitely patient as I ask A LOT of questions. They are the people I interact with the most, but I am sure all other city staff is just as helpful and I look forward to developing healthy, working relationships with all council members and staff members.</p>
<p>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, discrimination, harassment, arrest, conviction, etc.)</p>	<p>No. 😊</p>
<p>Signature: </p>	
<p>Date 2/15/2021</p>	