

1. Please tell us about yourself and why you're running for City Council:

I'm a veteran video game developer who has had the privilege to work on some great games for some amazing companies. I work to build and engage global communities of fans, providing a vital link between the players of our games and the designers and developers who craft them.

Creating software it's vital that we take feedback from our users. Negative feedback teaches us things and lets us know where and how to improve. The projects that I work on are better because I've created a two-way dialogue with our users.

In White Rock, I don't feel that level of communication exists. Around issues like the water quality, development and plans for the waterfront there is not enough communication with the voters. There's not enough information given to us as citizens and there's not enough listening from the council to what we want. Communication with partners and key stakeholders is also lacking.

I am held to a higher standard of communication with the players of my video games than the city is currently held to with the citizens and voters of White Rock. That is what I want to change. To make city hall and the council transparent and accountable.

2. Several candidates are independent, and while others are part of a slate, it is entirely possible that only one from a slate may be elected. Regardless of whether you are part of a slate or an independent, how will you work with what may be a mayor & council with diverse viewpoints to bring forward your ideas and address issues?

As an independent candidate for council, I am especially well positioned to work with whomever else the voters decide to elect. I have run a positive campaign, focusing on what I have to offer the city and avoided negative attacks or insults against any of my fellow candidates.

I have said that I believe that even if we all disagree we all want what's best for White Rock's future, we just have different ideas of what that future is.

On any project that I've worked on I've found that different views, opinions and perspectives make the end result better. One person's great idea can be improved with suggestions from others and nobody has the perfect solution to any problem. Working with people I disagree with provides me with a valuable sounding board for ideas, rather than an agreeable echo chamber of praise. The

more diversity of opinions on the council, the more of White Rock will have a voice in how the city progresses.

Any council policy that passes through debate and pushback from others on the council will be a better policy. It will also be a more transparent process, as having a debate and discussion around ideas early on will help the public understand how they were arrived at and demonstrate the thought and care that goes into governing White Rock.

3. Affordability is a major challenge for residents and businesses in White Rock. Sky high property values lead to rising housing costs and expensive leases, making it hard for people to live here and businesses to stay here. How will you address this existential threat to our community?

I think the term "existential threat" is an accurate one.

This is not just a White Rock problem, it's an issue that the entire region faces. We need to be working with our partners in the provincial and federal government as well as in other city halls to address the rising housing costs. Still, there are things that we can look at doing while we also work with other levels of governments and cities.

We can ensure that we are looking at pushing for more affordable housing. That means prioritizing and encouraging the construction of rental housing over the current crop of high-end condos that are being built to sit empty as investments for people who may barely visit them. Those kinds of developments don't provide local housing and don't provide a reliable customer base for local businesses.

We need to look at measures that cities in similar situations have taken, from investing in and supporting co-op housing, to inclusionary zoning which would require that new developments offer a certain percentage of below-market rentals. We can also fast-track approval processes for, and offer property tax relief to, developers looking to build rental units. We can also zone areas as rental only.

White Rock needs to be proactive in addressing this and we need to have a very open and public conversation about it before more and more people are forced into moving away from their families, their homes and their community.

4. How will you improve our transportation system- including roads, sidewalks, transit, and bike routes- to ensure that our community is accessible for residents and visitors?

White Rock needs to become a stronger voice in the transit discussion regionally. We pay into TransLink and yet we are not in the discussion alongside Surrey rapid transit. We are not a vocal outspoken voice when the Massey Tunnel is talked about. None of those are exclusively White Rock issues, but the squeaky wheel gets the oil and we should be as squeaky as we can when it comes to regional transit discussions. I commute 3 days a week into Vancouver on the bus and know how crowded it gets.

We need to improve how we move people up and down our hill. Improved bus service, and perhaps looking at unique ways like a funicular to help take some of the congestion off Marine Drive during the summer while still getting people to the beach and into our waterfront businesses.

I am also proposing an overhaul of how White Rock collects, tracks and manages its public works projects. I want to make it easy for citizens to report an issue like a burned out streetlight, cracked sidewalk or any other issue that's negatively impacting mobility and life in the city. I want that process to be transparent, so if you complain to the city about a cracked sidewalk it becomes easy to track how work is going to progress when it will be completed. This sort of issue tracking is common in software development, communications and most modern companies.

5. Communication between the City of White Rock and the residents and businesses have been challenging- there have been concerns that people haven't been informed of projects and decisions. How will you revitalize communications and relationships between residents/businesses and the City?

What I do for a living is communicating with communities of people. The ones I speak to are diverse and global. I reach out to millions of people, collect their thoughts and opinions and provide them with the information they need. A lot of my platform on my website (jefferysimpson.com) is focused on this area as it's why I first became interested in running for council.

Firstly having a council with a diversity of opinions will help. A debate in council, on the record, helps provide information and insight into the decisions made. As an independent, I am not going to be a block vote with any slate or group and want to have those debates.

Restoring and improving question period will also be a priority of mine. Giving concerned citizens a set amount of time every council meeting to ask about what

the city is doing and get answers, is vital to an informed electorate which is vital to a strong democracy.

Getting councillors out in front of citizens more is also important. Not everyone can make a council meeting, or feels comfortable standing up to talk in such a setting. I want to do small informal meet-and-greets during my time on council and here I have to credit David Chesney for doing so already. We need to also look at doing online Q&As (or Ask-Me-Anythings as they're called now).

I wrote in the previous question about my plan to improve accountability in terms of a more transparent city works and project tracking system. Being able to see how the city is working and how the everyday items are being taken care of will help to restore faith in our city government.

I have so many other ideas, but limited space - so please reach out to me if you want to hear more.