



VOTERS GUIDE

Nonpartisan

MAY 1, 2021, LOCAL ELECTION

PLANO CITY COUNCIL & ISD

Early voting: April 19-27

Election Day Polls: May 1 – 7 am to 7 pm

ABOUT THIS VOTERS GUIDE

This Voters Guide is published by the League of Women Voters of Collin County to help citizens prepare to cast an informed vote. The League of Women Voters encourages informed and active participation in government. The League does not support or oppose any political party or candidate.

This guide is available online at www.LWVCollin.org, along with guides for other offices that include all or part of Collin County. Candidate responses for all races are also available at www.VOTE411.org, where you can enter an address and view a personalized ballot with races specific to that address.

Questionnaires were sent to all candidates for each office, whether or not the race is contested. Candidate replies were subject to a character limit and are printed without editing or verification. If a candidate did not respond by the deadline, "No response received" is printed. Candidates were asked to avoid references to their opponents. Photos are included for candidates who provided them.

This Voters Guide is organized by office sought, with candidates listed in alphabetical order.

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The LWV never supports or opposes candidates for office or political parties, and any use of the League of Women Voters name in campaign advertising or literature has not been authorized by the League.

Plano Mayor & City Council

4-year term, elected citywide. Must be at least 18 years old, a United States citizen, a qualified voter, and a resident of the city. The City Council establishes city policy through ordinances and resolutions.

Questions

Strategic: What actions should the City Council take to ensure a thriving community in the long-term?

Economy: What types of businesses would you like to attract to the city, if any, and what should be done to support existing businesses?

Finance: What would you like to change, if anything, about the city budget and taxation?

Diversity: What will you do to ensure that diverse populations feel welcome and safe in the city and have a voice in city government?

Services: What changes should be made, if any, to city services? What would it take to make these changes?

Pandemic: How should the City Council balance safety and the economy during the pandemic?

Other issues: What other important issues are facing the City Council, and how would you address them?

Steve Lavine Plano City Council, Place 2



Education: University of Illinois at Urbana-Champaign, 1975 – 1977, BS Advertising Management & MS Advertising Management University of Oklahoma, 1972 – 1974

Experience: 7-yrs Plano Library Advisory (chair 3-yrs) & Parks and Rec. Boards. Leadership Plano graduate (& chair). Plano Citizens Academy. 6-yrs HOA President. Plano Youth Leadership, Friends of the Plano Public Library, Plano Chamber Boards. CERT trained.

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Strategic: We must invest in renewal around our neighborhoods and redevelopment of our aging shopping areas and amenity infrastructure. This will help us continue to attract and retain our citizens and our employers in Plano. Our roads will continue to need attention and we need to embrace forward thinking mobility solutions and regional actions to cut our traffic nightmare. Our City Council will need to address Plano's aging population and make decisions to ensure continued prosperity and well-being for all our citizens.

Economy: Plano is a premiere destination for blue-chip employers and employees in the metroplex. Employers in technology, financial services, foodservice, and healthcare bring great jobs and clean industries. Plano also thrives on and must keep, small businesses – services, restaurants, retailers, and others that provide for the needs of our neighborhoods. Keeping up with renewal of our older neighborhoods, our roads, retail centers and amenities - along with positive action on traffic, equal rights, public safety, and public health -- will help keep our existing businesses and attract new ones.

Finance: The no-new-revenue budget model will do away with our reputation as the City of Excellence. We will become less safe City with fewer services. Shortchanging our budgeting now -- to meet an arbitrary political goal – is short-term thinking. When you put off repairs, the costs just get higher later. Hamstringing our budget limits our ability to attract businesses, who provide over 51% of Plano's tax revenue. Corporations come here because they want their employees to enjoy our safe neighborhoods and outstanding library and park systems. Jeopardizing that to save a few dollars is a mistake.

Diversity: A few recent events have made some Plano residents feel unwelcome. That cannot be tolerated. As president of the HOA in my very diverse Plano neighborhood, and serving on city boards, I learned it takes significant effort to encourage various communities to work together. But it's crucial. Plano is already well on the way to being a strong diverse city – with support for a wide variety of cultural festivals, roundtables and more. I want all groups to have even more opportunities to bring their voice to the council and have a place at the table when decisions are made that impact us all.

Services: Plano's city services are among the best nationwide. To keep them that way we must continue to invest in and improve them. It's simple math: if we continue the City Council's "no-new-revenue" budgeting model, we will eventually be forced to cutback or even privatize valued services like our libraries and recreation centers. We won't be able to adequately fund our police and fire departments. I believe in conservative budgeting that's not penny wise and dollar foolish. We can keep Plano the safest, most attractive place while remaining the city with one of the lowest tax rates in North Texas

Pandemic: A healthy city is a prosperous city. The health and welfare of all Plano residents should always be our number one goal. Encouraging the wearing of masks in retail and service businesses will help keep both customers and employees safe and businesses open. I support smart public health measures that encourage the health and safety of all Plano residents and the people who work in or visit Plano. If people feel safe shopping and working in Plano it will

help our local businesses and their employees. I am committed to working to help Plano come out of this pandemic stronger than ever.

Other issues: Our divided Council must come together on critical issues or we all fall apart. We must focus on Plano's best interests. Our community is divided on comprehensive planning issues that will impact our community for decades. I will help us reach consensus on our direction for growth and redevelopment before opportunities pass us by. This will help us continue to build our tax base and lower taxes for all. Plano must be prepared for the growth of cities to our north that will worsen our traffic problems. I will embrace forward-thinking mobility solutions to help ease congestion.

Anthony Ricciardelli
Plano City Council, Place 2



Education: University of Texas School of Law, 2009 (Townes-Rice Scholar; full merit scholarship); University of Texas—Austin, 2006 (Honors); Plano Senior High School, 2002 (National Merit Scholar); PISD schools K-12 (Christie/Saigling, Haggard, Vines, PSHS)

Experience: City Councilmember, 2017-Present; Deputy Mayor Pro Tem, 2019-Present; Red River Boundary Commission (Governor appt); Six-time “Rising Star” among TX attorneys; Argued before TX Supreme Court and US Fifth Circuit; Regional Board, Joni and Friends

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Strategic: As a Council, we created the Comprehensive Plan Review Committee to help formulate a new plan for land use to guide us through the coming decades. We must keep Plano a thriving, suburban community, protecting and enhancing our residential neighborhoods while continuing the job growth that has made Plano a global economic leader. Infrastructure maintenance – especially repair of our aging roads – is critical. So is continuing to deliver excellent City services while minimizing the property tax burden. Fostering neighborliness and a sense of community is important to our shared future.

Economy: Tremendous job creation has continued during my term on Council. The majority of our tax base is commercial. All of us homeowners benefit from lower property taxes due to the

robust size of our commercial tax base. If reelected, I will continue to prioritize the recruitment of high-quality, job-creating businesses in diverse industries to sustain a balanced economy. Existing business must be supported – including through maintaining our business-friendly environment. When something like a pandemic or a winter storm strikes, we must stand with Plano businesses to weather the storm.

Finance: If reelected, I will continue to lead Plano to minimize the property tax burden on Plano families while delivering excellent City services. During my service on City Council, I have successfully advocated for the Council to decrease the tax rate enough that the average Plano homeowner saw a dollar amount of property taxes paid to the City that was the same as or lower than they paid in the previous year – something that had not been done in Plano in almost a decade. We have achieved this while maintaining excellent City services and even managing to hire additional City employees when needed.

Diversity: I am committed to keeping Plano a welcoming, inclusive city. Plano is a very diverse city. My own family mirrors these dynamics. My wife is Asian-American, meaning that our three young children have dual heritages. The key to providing Plano residents from every background a voice in city government is listening and a robust dialogue. I make a point of attending events hosted by the diverse communities in our city and listening to residents so that I can be a voice for all of Plano. Plano's Multicultural Outreach Roundtable also provides a forum for productive dialogues.

Services: If reelected, I will work vigorously to maintain our excellent City services. While City services are already excellent and delivered efficiently, I am always looking for ways to be more efficient. Just as Usain Bolt continued to get faster and break his own records, we are always focused on delivering even higher-quality services at even lower cost. As to specific service changes, I am committed to listening to our community. One thing I have heard from the community and very much looking forward to is reopening the Senior Center when we are able to do so.

Pandemic: Working to make vaccines available to the many residents who want them but have not yet received them is best for both safety and the economy. I have advocated for equitable vaccine distribution to our community. In January, when it became clear that Collin and Denton counties were being shortchanged on vaccine allocation in proportion to their percentage of the State population, I requested a special meeting of the Council where we passed a resolution calling on the Department of State Health Services to remedy the allocation issue. Significant progress has been made and we are still working.

Other issues: This past year has highlighted the importance of preparing for the unexpected, whether it be a pandemic, an economic roller coaster, or a winter storm. Plano has a top-notch Emergency Management team and has confronted these challenges with professionalism and excellence, but we can never let our guard down. If reelected, I will leverage my experience leading our community through these challenges and work with our Emergency Management team to brainstorm what threats may be on the horizon. I want to hear what matters most to you. Please call my cell at 972-345-8730. I look forward to talking.

Justin Adcock
Plano City Council, Place 4



Education: Bachelors of Science in Marketing Masters in Industrial/Organizational Psychology

Experience: I have years of corporate executive experience overseeing large teams and managing multimillion dollar accounts.

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Strategic: Currently, 40% of Plano housing (homes/apartments) are rental units. Studies show that renters do not participate in the community at the same rate as homeowners as they don't have a stake in it's future. Instead of building high density apartments we should focus on revitalizing our neighborhoods. We should prioritize housing for our senior citizens so they can downsize, remain in the city near family and friends and keep the sense of community that Plano residents have come to love. This will open up homes so new families can move into our neighborhood and further spur economic development.

Economy: We should continue to attract large and small businesses that provide quality jobs for our residents, expand the tax base, and provide sales tax revenue. Plano is an attractive community for national companies, due to our great schools, parks and recreation facilities, and high quality of life. We should continue to fund and promote these amenities for resident employees of current and future businesses.

Finance: Due to increased home assessments, residents are being priced out of their homes. The council should continue to implement the no-new-revenue rate, which keeps city homeowner property taxes the same from last year and encourages economic development to fund new growth in government. This makes the growth of the city budget more controlled and predictable to reduce the need for excessive tax hikes.

Diversity: The diversity of our citizenry is one of the great assets of our city. I will be available to listen to their needs and advocate for them, to ensure that people remain invested and have a voice. Our police department is well trained and professional. They are the reason we are consistently ranked as one of the safest cities in the country. By supporting them and making sure they have the resources they need to do their job, we will make sure our residents feel safe and protected.

Services: I would love to see our water quality improved. There have been questions in the past regarding water quality, smell, and taste. Concerns have been raised regarding levels of chloramines each Spring. I think we should increase independent testing, examine alternate filtrations systems, and have greater oversight of our water system, to make sure it is up to the standards Plano residents want and expect.

Pandemic: As a small business owner, my heart breaks for so many local businesses that had to shut their doors forever due to this pandemic. Many are still hurting and I believe the City Council should allow the full reopening of the local economy. People can choose their comfort level in regard to the pandemic and what is right for them. That means voting with your wallet for retail establishments that do or don't see it your way. Personally, I err on the side of caution and wear a mask due to the high number of people I interact with but understand and respect people's differing opinions.

Other issues: In December, the city council passed campaign finance reform to reduce the undue influence of campaign donations on city council decisions. This measure requires members of the city council to recuse themselves from council votes that involve people or organizations that have donated over \$1,000 to their council campaigns, and have a financial interest before the council. While this is a good start, I believe this ordinance could be strengthened, and refined, to better serve its intended purpose.

Nassat Parveen
Plano City Council, Place 4

No response received

Kayci Prince
Plano City Council, Place 4



Education: BA in Corporate Communications and Public Affairs with a minor in Political Science from Southern Methodist University; MBA from Texas A&M Commerce

Experience: Current Mayor Pro Tem, City Council member - 4 years, Planning and Zoning - 3 years, Parks and Rec Board - 5 years, North Central Texas Council of Governments Executive Board Member, Tax Increment Finance Reinvestment Zone 2 and 3 Past Board Chair

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Strategic: The keys to a thriving Plano are safety, mobility, revitalization, economic development, and a strong sense of community. We must keep our community safe by providing the fire police departments with the necessary training and resources to provide a high-level of service. We need to investment in our aging road infrastructure and improve neighborhood streets and alleys. Reinvesting in mature parks, neighborhoods and our US-75 corridor will be a key factor in keeping Plano a place we all want to live. We will need to be proactive to retain and attract businesses to provide job opportunities.

Economy: Trade, transportation and utilities comprise the largest sector of jobs at 22%. The smallest sector is information at 2%. We have an opportunity to increase the information sector with telecommunications, data processing and hosting jobs. The Pandemic has resulted in an increase in subscriptions to entertainment streaming services and these companies need new content and are expanding to new places to create it. With shifting consumer patterns, experiential type businesses are more important. We should support current businesses by reducing unnecessary regulations that hinder their growth.

Finance: We must provide the high quality of services our citizens have to come expect in Plano while maintaining a low tax rate. We must keep the financial policies in place that have kept Plano in the healthy financial position that it is today. Investing in our capital maintenance fund so that we can cash fund repair projects rather than incurring additional debt and paying for water and sewer expenses as we incur them are wise policies to continue. Currently the city maintains 30 days of working capital, and I would like this to be increased so we are better prepared for an economic downturn.

Diversity: With 26% of our population in Plano being born outside of the US, we have an opportunity to improve our communications to be more inclusive of those whose English is not their first language. I would like to make it easier for non-English speaking residents to provide feedback to the Council and City and to gain access to the information they need through translation services, education, or possibly an appointed liaison. I also am passionate that having a diversity of viewpoints helps us solve problems better. I will continue to appoint a diverse group of citizens to boards and commissions.

Services: I have heard from citizens who are concerned about the increase in homelessness in Plano. Our council created a position for a homeless liaison last year, but I think that we will have to be more proactive in addressing this problem in the future. Other citizens are concerned about properties not being kept up in their neighborhoods. Programs like Love Where You Live implemented in our maturing neighborhoods by our Neighborhood Services Division will help to ensure Plano remains a desirable community for years to come. Many residents want to raise hens in their back yard, and I support this.

Pandemic: Under the Governor's current order cities do not have the authority to limit a business's ability to open or their capacity. The city also cannot impose any mask mandates

with penalties. All City employees are still required to wear a mask, and I believe the City is doing a good job of recommending masks throughout the City. I am personally choosing to still wear a mask. In regards to vaccines, the City has partnered with local vaccine distributors and is providing space at the Sam Johnson Recreation Center to help make it easier for citizens to get shots closer to home.

Other issues: Plano's aging roadways are a big challenge. Roads in poor condition slow people down, leading to congestion and unwanted car repairs. The City will need to evaluate alternative methods for repair and replacement of our roads that can help decrease the costs of repairs and lengthen the life span of our roads. Utilizing thin asphalt overlays and using advanced software and tracking mechanisms that can better help identify and prioritize the most needed areas of road work will help us maintain the high quality of roads our citizens have come to expect in Plano.

Vidal Quintanilla
Plano City Council, Place 4



Education: I hold a bachelor's degree in Business Administration with an Emphasis in Human Resources and a master's degree in Public Health with a concentration on Health Policy Management.

Experience: Overseeing day to day HR operations for GI Alliance

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Strategic: My top priorities are education, public health, and economic development. These three areas of concentration arguably have the greatest impact in affecting the quality of life for the residents of Plano. Plano is projected to grow from 288,000 residents up to 310,000 residents over the next two years. This is due largely to Plano's ability to attract new residents seeking the suburban lifestyle we have to offer.

Economy: The City of Plano must strive to promote business growth in recruiting corporations by submitting proposals for entities choosing to establish headquarters in our city. We should welcome companies and provide them a community in which to establish their business. Adding corporations to our suburban community will likely enhance the quality of life and

promote community growth. Doing so will result in attracting more single-family households and more job opportunities. These businesses would also add much greater value to Plano's economic growth compared to councils' current initiatives.

Finance: Our tax rate is still lower compared to our neighboring cities. The city has proven it can run operations without the need to increase taxes. Plano has been able to generate a surplus of \$13-\$20 million each year. Additionally, Plano's combined budgets are at around \$655 million in total funds. Our expenditures totaled \$601 million. Meaning Plano has \$54 million still available. Traditionally, a city would be safe with an operating budget in excess of \$30 million. Plano is close to double that amount with the \$54 million remaining after expenditures.

Diversity: This is certainly a difficult topic right now in our community. Plano has made national news twice in one month for racism acts taking place in our community. Sadly, as a minority myself living here, I have experienced racism as well. My personal experiences have been amplified when I decided to run for Place 4. The minute I turned in my forms into the secretary's office I received harassing phone calls and messages telling me not to run. Once elected, my very presence as a Mexican-American will be representative of the diversity in Plano.

Services: Because of my passion for healthcare and educational background in Public Health I understand data projections. Specifically, Plano's Public Safety Dashboard which is a snapshot of the city's current progress. As you assess and breakdown the data on the city's dashboard, you notice a trend of multiple thefts in both commercial and residential areas, as well as an uptick in motor vehicle thefts. Based on the data, the numbers are equal across the city and not solely in one specific area. This is why it is imperative the Plano Police Department must have the necessary resources to succeed.

Pandemic: In the era of COVID, my public health educational background will be an invaluable asset. I will help the city council interpret data which will be crucial to making the best recommendations for our community's health. City council did not handle COVID properly and instantly cracked under pressure. They were not knowledgeable enough in healthcare services to understand what they could have done for our community. Our city council does not have anyone with a public health background, such as myself, who can guide the city on the appropriate course of action.

Other issues: Plano's city council must assess the cause and effect of constantly approving developmental projects of multi-family housing which will impact the community long after the council have fulfilled their terms in office. As an elected member of Plano city council, I would cultivate and develop a strong working relationship with ISD superintendents. Ensuring open communication and establishing a professional partnership between the two institutions on community growth and sustainability is the key to mutual success of our current and future residents.

Lily Bao
Plano City Council, Place 6 (Mayor)



Education: B.S. in Computer Engineering, Sum Cum Laude, UMASS Dartmouth; M.S. in Computer Science, Northeastern University

Experience: Bao has served on many boards and commissions of the city/PISD/Collin County in the past. She is the only candidate in the mayoral race who has City Council experience. Bao has worked in IT industry and is currently a successful small business owner.

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Strategic: I am the only Mayoral candidate who has City Council experience and set the Strategic Vision for Plano as “a global economic leader bonded by a shared sense of community where residents experience unparalleled quality of life”. This vision is implemented in five big areas to ensure a thriving community in the long-term: - Welcoming and Engaged Community - Safe, Vibrant Neighborhoods - Residential and Commercial Economic Vitality - Excellent, Innovative and Accountable City Government - Multi-Modal Transportation and Mobility Solutions I measure every decision made with this vision in mind.

Economy: As your next Mayor, I am fully committed to business development. I will bring in high-paying jobs in all sectors, including but not limited to Bio-tech, IT, consulting & financial services. I’ll encourage business parks supporting & incubating new start-ups. To support existing businesses, we need: - Maintain excellent services, keep Plano safe by prioritizing public safety - Keep our taxes low - Strongly support PISD in our planning & zoning decisions to help it stay top notch which helps companies to recruit talent - Reduce regulations/fees/permit application time for small businesses

Finance: I have been a fighter for taxpayers and saved the city millions of dollars since been on Council: - Enacted “Effective Tax Rate” for the 1st time in 24 years, stopping fast tax increases - Fought and got \$2 million for the City of Plano in a land sale that could be given away for free - Personally discovered the ongoing loss of property tax revenue for PISD/City/County/Collin College, when for-profit-developers remove aging apartments from the tax rolls as lifetime tax-

free properties, getting Plano to join the Texas legislature to close this big legal loophole (council meeting on 3/16/2021)

Diversity: As an Asian American Councilmember, I have a proven track record of helping ordinary citizens having a voice in city government. I have authored and passed a landmark Code of Ethics Ordinance (12/08/2020), which will hold Council (and candidates) to a high standard of integrity and transparency by requiring an automatic recusal from a council member if anyone accepts a large financial contribution from a lobbyist or special interest group. It will keep the cost of running for city council positions in check and enable more citizens to run for office. I am very proud of this great achievement.

Services: Plano always has great city services. During the historic power outage in February 2021, police and fire responded to 5,000+ calls from citizens in one week. Staff worked very hard helping faith groups (such as my church) to open up as warming centers, offering Recreation Centers for residents for showers, repairing pipe burst, etc. I'm proud of our professional staff. I will continue to support infrastructure investment, including repairs of main roads, neighborhood streets and back alleys & adopting high-tech advanced traffic signal synchronization systems to help ease traffic congestion.

Pandemic: Citizens' safety and health has always been of utmost importance to me. Our citizens have been extremely responsible and Plano has performed really well in our responses to the pandemic. The city also timely offered two super centers where residents can go and get vaccinated. I am Pro-Business so the economic recovery of businesses is definitely a priority to me. Many companies, especially small businesses suffered greatly in the past year. I support State and County guidelines allowing businesses to make their own decisions to get back to normal and will support them in any way possible.

Other issues: - Revitalizing aging neighborhoods is vitally important, special TIRZ zones have proven to be effective - With only 5% remaining to be developed, smart growth will be my priority. We are developing a new comprehensive plan and I have the vision and experience to lead its implementation - The local real estate market demands more small-size ownership based housing which is great for retiring seniors and young adults, and I will encourage such development through prudent planning and zoning policies - Keep Plano's high quality drinking water standard and upgrade our water supply pipes as needed

John Muns
Plano City Council, Place 6 (Mayor)



Education: B.A. in Business Administration at Abilene Christian University

Experience: 16 years on PISD School Board 3 yrs as President of the Board. 6 years as Chair of the City of Plano Planning and Zoning Commission. Children's Medical Center Board, CityHouse Board, Leadership Plano-class 6. Plano Economic development board.

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Strategic: Plano is a regional employment center. More and more corporations and businesses are moving to Plano because this city is a great place to live, work and play. Quality job creation provides the resources to deliver outstanding services, revitalize neighborhoods and invest in City assets. Businesses are important to Plano because they help maintain a low tax burden through economic and tax base expansion.

Economy: Plano has always been a welcoming city for all types of businesses. Corporate relocations to small businesses are necessary to maintain the resources that we have come to expect in Plano. Plano must attract new business and maintain the businesses that are already here. To do that, Plano needs to continue to improve and renovate our infrastructure. Over 120,000,000.00 will be dedicated to improving our infrastructure so that our residents and our businesses will continue to make Plano their home.

Finance: Plano homeowners tax rates are among the lowest in North Texas because the city sustains an optimal balance of businesses and residences. Plano should avoid the use of tax rate metrics that compromise service delivery and quality of life.

Diversity: Plano is a beautifully diverse city and it is one of our best assets. Plano must encourage more diversity in our boards and commissions. I would also like to host Town Hall meetings to improve our communication and transparency. To deliver a message of diversity is our strength. Diversity is a vital part of our community.

Services: I want to continue to improve our recycling program throughout our city. We need to make recycling more user friendly so that our residents will continue to participate in our program. We also need to automate our billing process regarding our monthly water bill invoicing.

Pandemic: The city needs to encourage wearing masks and continue to social distance. Businesses need the City of Plano's support to uphold a mask requirement so that the businesses of Plano can be open and still be safe. I support businesses being open at full capacity, but wearing masks is still important at this time, and I will continue to wear mine.

Other issues: The City of Plano had a tough year last year with the pandemic. The City Council will need to address the needs of the city to make sure that our services continue to be delivered at the highest level. Sound, healthy and vibrant neighborhoods are the fundamental building blocks of our city. Their development, maintenance and enhancement are of vital importance and the city's commitment to excellence and quality of life.

Lydia Ortega
Plano City Council, Place 6 (Mayor)



Education: In 1987 I earned a doctorate in economics, studying the works of scholars like Milton Friedman. This education taught me to think in terms of systems, to weigh short and long-term costs and benefits, and to be a creative problem solver.

Experience: Served on strategic planning, policymaking, budget committees. Created innovative programs. Public speaker. Worked on high caliber, non-profit boards including audits, business decision-making; stressed fiduciary responsibility to serve the public

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Strategic: I define thriving as maximum choice. Individuals thrive when they can choose to pursue dreams, to work, start a business, and raise a family in a safe environment, where they have choices for education and health care. Finally at the end of the day, when they have time to choose to give to others. The operative word is TIME. Traffic congestion, regulatory compliance, zoning changes that require citizen testimony and constant vigilance all act as a tax on time. The Council needs to find ways to decrease this tax on time. It is a metric to measure, track and report to residents.

Economy: Only a firm with skin-in-the-game can estimate the potential profitability of an area. Unable to know which firm will succeed, politicians are gambling with taxpayer resources when they offer subsidies. We attract firms by offering safe neighborhoods, a talented workforce, excellent educational opportunities and taxes that are under control for everyone. Our service community is already supporting firms recovering from the shutdown. Plano should consider offering older firms something akin to a temporary reprieve of fees to help firms to recover from the pandemic.

Finance: “My home is no longer my anchor in an uncertain world,” a resident said. She explained that income has not grown fast enough to match assessments and tax increases. Taxes make her home a source of anxiety. “I don’t even feel like taking care of the house I once loved because I don’t know how much longer it will be mine.” She is not alone in Plano. Reducing uncertainty and taxes starts with the budget. During the Great Recession we found

ways to trim the budget. The public-services price tag should not push people out of homes. We can find creative ways to increase efficiency and cut costs.

Diversity: Diversity is manifest in an individual's story. The story can be one of overcoming adversity, setting goals, and releasing traditions that no longer work. An individual is the sum of countless choices and lessons learned. Individuals feel welcome, safe, and heard when we respect that they reflect choices they made under different constraints. Plano can come back stronger, not as a city, but as a suburban community, when we intertwine the cords of individual experiences and lessons learned. I value these stories, these lessons learned, and will reach out to hear them.

Services: Every firm knows the pressure of market competition. Competition drives firms to please customers by producing a great product or service at the lowest cost. Competition forces firms to be innovative in cutting costs. Plano is a corporation, but it has little market competition. In the absence of competition, it is the Council's responsibility to push for greater efficiencies. Even if the City Manager has a cost cutting attitude, it is still the Council's job to push for more. Residents should ask officials, "What have you done to produce services at lower costs this year?"

Pandemic: In the early stages of an unknown virus, a shelter in place recommendation may be appropriate if time is needed to assess transferability, treatment and mortality. The most vulnerable populations must receive highest priority for scarce resources. Individuals outside the high priority group must make personal decisions based on an assessment of their unique health, welfare, and financial issues. Safety and the economy are balanced when individuals can make those decisions based on unbiased information from different scientists, with diverse experiences, expertise and perspectives.

Other issues: 1. We must address the impact of COVID and school shutdown on the mental and emotional health of our young people. It is a nationwide issue. I want to assess the scope of the problem here and work with Plano's amazing service community to find solutions. The problem is manageable, but we have to address it now. If left untreated it can grow to have devastating consequences. 2. North-South and East-West Traffic Congestion is a growing problem that has been kicked down our aging roads for a long time. We have to explore outside-the-box options with our municipal neighbors and engineers.

Julie Holmer
Plano City Council, Place 7 (Unexpired Term)



Education: Bachelor of Social Work, Stephen F. Austin, State University, Leadership Plano, Class 30, Citizens Police Academy, Class 56, Citizens Fire Academy, Class 42

Experience: Consultant, Mind's Eye Solutions, Inc. 2002-now, Restaurateur, Angela's at the Crosswalk 2011-2017 Community: Plano Complete Count Census Cmte, Carpenter MS PTA, Nat Pickleball Assoc, Hope's Door, Christie ES PTA, Theatre Britain, Plano Parks Fdtn

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Strategic: We need to maintain a friendly attitude that keeps Plano an attractive place for people and businesses to move to. We must keep Plano safe and fund our first responders as a top priority. We need to make sure we continue to invest in our infrastructure, which includes maintaining our roads, parks, trails, and facilities in a financially responsible manner. To keep Plano strong, we have to keep Plano's culture thriving. We must continue to be a professionally managed city that invests in our arts, our education, and into ensuring that Plano is an accepting and inclusive city for all.

Economy: We need to continue to attract companies who will hire from our well educated and diverse population. We also have a responsibility to make sure that Plano businesses embrace inclusion and promote diversity. Ideally, we'll attract innovative companies that would bring business travelers to Plano to contribute to our hospitality industry, which will also increase our hotel occupancy taxes.

Finance: Plano is among the cities with the lowest property tax rates in our metroplex. I think our city staff consistently does an excellent job of proposing a budget that is fair and fiscally responsible. I am concerned that by maintaining a "No New Revenue" policy, Plano's infrastructure will start to crumble because the city's budget is no longer being adjusted for inflation and cannot keep up with needed repairs.

Diversity: Plano's boards and commissions should look like our population and reflect the rich tapestry that people of various backgrounds have brought to our city.

Services: If I were in office today, I would have supported the City of Plano, like Allen and Frisco, having its own vaccination service, but that will be in the past by the time my election is done. Plano currently has an aging population, we need to ensure that senior services expand with the needs our population. And our city needs to work to attract and retain younger people so that families continue to make Plano their home.

Pandemic: I believe that the lack of a face mask ordinance hurts small businesses who can't afford to alienate customers, yet need to keep employees safe. As a former restaurant owner, I experienced a similar situation when there was no ordinance against vaping indoors. I had some patrons who wanted to vape and others who complained. I was put in a position where I had to choose who to alienate. It helps businesses to have an ordinance to absorb customer irritation, rather than having to make that choice themselves.

Other issues: I think the completion of the Collin Creek Mall Redevelopment is important and will help to revitalize the downtown area and eastern side of Plano. I'd like to be a liaison on

this project and keep the community informed of progress as this is of great interest to so many residents. The finalization of the new comprehensive plan is also top of mind.

Bill Lisle III
Plano City Council, Place 7 (Unexpired Term)

No response received

Chris Robertson
Plano City Council, Place 7 (Unexpired Term)



Education: BA in Social Science from Virginia Wesleyan University

Experience: 20 years military experience. experience in long range planning and budget analysis.

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Strategic: Strategic: Plano is continuously ranked as one of the best places to live in our country and is a destination of choice for newcomers. Plano City Council needs to look at long-term planning and truly understanding the effects of the pandemic while still focusing on the needs of the city today. I am confident if we all work together, Plano will remain a vibrant city where we love to live, work and raise our families.

Economy: Economy: I am pro-business and strongly believe that Plano should always be looking to attract new local businesses. I strongly believe in fair incentives for small and large businesses. Businesses help contribute to the local tax base and help keep taxes low. On a personal level, I would love to see more veteran owned businesses in Plano.

Finance: Finance: The city of Plano should continue to be fiscally conservative in terms of the budget. I will work to review the budget to eliminate any waste and duplication. Until we truly understand the long-term economic impact of the pandemic, we must remain prudent in our

budget, while not forgoing the quality of life and city services the residents of Plano enjoy. I will always support our first responders with the tools and resources they need to keep Plano safe.

Diversity: Diversity: It is important that all Plano residents feel safe, welcome and represented. I have served our country stateside and abroad, including Somalia, Afghanistan, and two years in Korea. This time abroad taught me how to work together towards meaningful and fair outcomes. I will be a voice for all Plano residents and make sure they know why and what decisions are being made.

Services: Services: I think the city of Plano is currently doing a great job and delivers exceptional services while continue to keep our tax rate low. I would like to see more resources on finding innovative solutions to traffic and congestion as our city continues to grow.

Pandemic: Pandemic: Our city has shown its true resilience and grit this past year. Parents have had to become teachers while working full time, teachers have had to teach students in person and virtually at the same time, children have had to adapt to a different way of learning and daily life and businesses have had to adapt how they operate. What this past year has shown us is how as a city we can get through difficult times and adapt as necessary. I am not sure life will ever look exactly the same as it did pre-pandemic but I can say is that I am proud of how we have united as one community. It is

Other issues: Other Issues: As our population continues to grow, we need to ensure our police and fire departments are fully staffed and supported. We need to be continuing to improve our aging infrastructure, helping with congestion.

David M. Smith
Plano City Council, Place 7 (Unexpired Term)



Education: Vanderbilt University Bachelor of Engineering degree. University of Houston postbaccalaureate work. United States Air Force Site Development training. Numerous professional development classes in the course of corporate employment and public service.

Experience: 31 years of civic engagement in Plano, including 6 years on City Council, specializing in finance and neighborhood advocacy. USAF civil engineering, Texas Instruments, EDS, independent consulting. More: <https://www.davidforallplano.com/meet-david>

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Strategic: First and foremost, the City Council needs to dissolve the current adversarial factions and return to working collaboratively. Part of that collaboration should include financial planning based on the near term and long term needs of the city, rather than political expediency, such as an arbitrarily low tax rate goal. The city should stay dedicated to excellence in providing services and must be financially lean and healthy to accomplish this.

Economy: We should continue to attract high end professional companies and the services that support them and their employees. Our biggest challenge is overcoming the jobs-housing imbalance that has developed. As employees cannot find suitable housing in our city, companies will move to be nearer to their employees. We must encourage more housing of the right types and price points in or near our employment centers.

Finance: The City Council should return to assessing the needs of the city as they start their budget process. The property tax rate should be set as low as possible while maintaining a financially lean and healthy city. That rate should be an output from the budget process, not an input. For the longer term, we should be advocates for true property tax reform in our state, remedying the taxes that disproportionately burden middle-class homeowners.

Diversity: Racism is systemic and endemic in our society. We all need to recognize this. For all to feel welcome and feel they have a voice, we need to go beyond the statutory openness and diversity training we have now. We need to have the difficult conversations to understand the current barriers and their root causes. As part of the lay leadership of the United Methodist Church in North Texas, I have supported a Journey Toward Racial Justice initiative and will be a facilitator in my congregation. As a Council Member, I can and will be a leader toward making all feel welcome and safe in our city.

Services: While maintaining the current excellent city services, the city should do more in two areas. First, we need more professionals focused on serving the mentally ill and homeless in our community, supplementing the better than average work currently accomplished by our police officers. Second, our neighborhood services programs should grow. To maintain Plano as the great place most of us moved to, we must maintain our older neighborhoods. This can all be accomplished in our annual budget process, appropriately directing some of the new revenue resulting from our remaining growth.

Pandemic: We do not have to accept a balance that includes unnecessary illnesses and deaths. Our businesses and other institutions can be safely open. We have an opportunity to boost economic activity as we gain a reputation as a safe city. This would be one facet of a full court press to eradicate the pandemic here. Additionally, the city can take a lead in conducting or facilitating wide access to testing, contact tracing and vaccination. City staff who already visit businesses and a small army of volunteers can have a big, positive impact here if we resolve to fully tackle the pandemic.

Other issues: This excellent questionnaire allowed me to address virtually all the issues in my platform. Summary. • Unify Council in working collaboratively. • Eradicate the COVID-19 pandemic and restore full economic activity. • Reinstate responsible financial planning. • Plan new housing of the right types in the right places. • Combat systemic racism. • More funding

for police and public safety For public safety, we need to add specialized personnel as mentioned above as well as more regular officers, particularly to cover impending retirements. More: <https://www.davidforallplano.com/platform>

Sandeep Srivastava
Plano City Council, Place 7 (Unexpired Term)



Education: Montfort Mission School/Lucknow Christian College and went onto earn a degree in Accounts/ Commerce/ Finance at Lucknow University in India

Experience: IT work with companies such as Pioneer Natural Resources, Dell and Xerox. I quickly developed a passion for real estate and left my IT career behind to become a real estate consultant for REMAX in Plano and have thrived in the real estate community.

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Strategic: First and foremost, City Council needs to listen and understand the citizens of Plano's issues, an unhappy community does not thrive. We need to trim the fat from budgets so that Plano's hard-working citizens get to keep more of their hard-earned money while prioritizing crucial projects instead of fluff or feel-good projects. We need to overhaul regulations to be a business-friendly city, modernize our traffic plans to relieve congestion, and take a hard look at the density building in Plano and focus on responsible growth.

Economy: With some exceptions of course all business would be welcome to prosper in Plano. The best way to support our existing business's as well as attract new ones would be to remove burdensome regulations, relieve congestion, and partner with local business's whenever possible for city needs and services.

Finance: I will utilize my vast business experience to look for ways to lean out our city budget, and streamline it, so that our taxpayers get the best bang for their buck. We will focus on "NEEDS" vs "WANTS" when it comes to spending

Diversity: I will be the best example for diversity, being an Indian American running first time in Plano history will show that diversity populations feel welcome.

Services: Traffic congestion and our aged roads have become out of hand. I am for improving our roads and streets as this is a core function of government, we need to utilize bypasses and build underpasses as well as using modern technology with our traffic signals to improve the flow of traffic.

Pandemic: The economic health of our business's here in Plano should always be upfront and foremost regardless of anything but in these days we need to also keep our citizens safe. I believe if we follow common sense guidelines from the CDC and instituting the multiple economic policies I have mentioned prior we will achieve a good balance for our community.

Other issues: City Council must be held accountable to the citizens of Plano. I will bring transparency and honesty to the table and I also have the patience to hear all sides of an issue and the ability to have the courage to do what is the best benefit to all the community. I will be a public servant in every sense of the word and will continually hold town halls and speaking sessions with our citizens to get their feedback, I will not be a part time council member.

Elisa Klein
Plano City Council, Place 8



Education: - BBA in Management Information Systems from Texas Tech University - Masters in Public Affairs and Administration from Texas Tech University - UX Design Certificate from SMU

Experience: I have the unique blend of government and private sector experience. I have a Master's in Public Affairs and Administration from Texas Tech and I have worked for two municipalities. I am also a small business owner volunteer.

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Strategic: Plano lives up to it's motto of being a City of Excellence and I want to help propel it further. I'm a planner and problem solver so being strategic about our tax dollars is in my nature. In addition, I believe that when you put people first, our community thrives. Here are the areas I will focus on: 1) Invest in Public Safety 2) Plan for repairs and revitalization. I support

plans on repairs and revitalization efforts like the Bond Referendum on the May 1st ballot.3) Strengthen our economy and 4) Provide affordable housing solutions for all stages of life.

Economy: We should attract businesses that align with the vision of Plano. We must continue to recruit business to keep the tax burden off the tax payers, while also creating jobs. Our hub of employers includes various types of industries and we must continue to recruit for those who wish to be in our area. We have to stay competitive amongst the North Texas cities like Frisco and McKinney. My first job out of college was working for McAfee, who had recently relocated from California. I want the people of Plano to live and work in the city they love. As an entrepreneur, I also support local businesses.

Finance: Our residents benefit from one of the lowest tax rates around making Plano a desirable place to live. I believe in practical solutions which ensure tax payer dollars are spent wisely. Our city staff has done a phenomenal job of proposing a practical budget year after year but we find ourselves in a precarious position with the No New Revenue policy. First, I support a Rainy Day Fund. For a sustainable long-term budget, we must account for contingencies (COVID, winter storm) and I commend the City for recently resuming the fund. Next, we must retain talent in the area of public safety.

Diversity: I believe when you see people with a similar background and experience as yours within the City leadership, you will be more likely to feel you have a voice. In addition, a diverse City Council will also pave the way to more diverse boards and committees. A community that recognizes diversity and inclusivity as a strength will set an example for our children that Plano is a safe place for everyone. I am a representative for all people in Plano.

Services: I would like to plan for a more "digitally connected" offering of our services. The COVID-19 pandemic forced us all to go online and people have to be able to access information and services. I believe Plano has the technology and staff to serve this need, and I would like to be a champion for a digital transformation and empower city staff with the resources required to serve our city. Providing virtual community education i.e. information on Bond Referendum would help spread information.

Pandemic: I would like to plan for a more "digitally connected" offering of our services. The COVID-19 pandemic forced us all to go online and people have to be able to access information and services. I believe Plano has the technology and staff to serve this need, I would like to be a champion for digital transformation and empower city staff with the resources required to serve our city.

Other issues: As we address our aging infrastructure, we should be transparent, inclusive, and collaborate with different points of view. I feel with transparency and inclusivity, we will have the opportunity to revitalize our City for the long term and ultimately save tax dollars by avoiding short-term fixes.

Rick Smith
Plano City Council, Place 8



Education: Degree in Journalism

Experience: - Council Member for past 4 years - City Volunteer for over 10 years - Graduate, City of Plano Citizens Academy - HOA Board Member - HOA Crime Watch Coordinator - Lead, Nextdoor Community Website - 34 year's as a Plano resident and homeowner

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Strategic: As your current Council Member for Place 8, I want to continue to serve and lead Plano through the next four years. We will be dealing with critical issues, such as replacing our 1986 Comprehensive Plan with a new one to determine future development and redevelopment activity. I have lived in Plano for 34 years and truly want to see our city remain the envy of others and to continue to thrive—we are the City of Excellence.

Economy: One of my top priorities is attracting new businesses to Plano and boosting our economy. Plano is known as an international corporate community. It's the place companies want to be. I will continue to support our existing business base and our staff's efforts to attract new relocations and expansions. This is important for our homeowners as well. Employment and tax contributions made by our business community help us keep our property taxes low without sacrificing City services. I will continue to support our local business owners by providing the resources and incentives they need.

Finance: Continuing to balance the need to provide excellent City services in the most cost effective manner will be a top priority. I worked hard to deliver the first Effective Tax Rate in 24 years, providing property tax relief without sacrificing the services that make our City great. I will continue to ensure we are fiscally conservative with our budget.

Diversity: As a current Council Member, I understand how important it is to represent all members of our community. I have worked to ensure representation on our Boards and Commissions that mirrors the diverse makeup of our City. The Plano City Council represents the voice of ALL Plano residents. It is our job to make sure their voice is heard and that they feel safe and welcome. We must also continue to provide the finest Police and Fire/Rescue services possible. My support for Public Safety is never wavering.

Services: Safety, Security and Infrastructure will continue to be my top priorities. Plano's aging infrastructure, traffic and congestion are some of the most pressing issues facing our city. As our population grows, so does the need to come up with innovative solutions and the need to prioritize the repair of our roads and other City infrastructure. Plano citizens have come to expect a high quality of life, which is at the heart of my every decision. We also need more innovative ways to provide new housing for our seniors.

Pandemic: I am glad that businesses are now able to operate at 100%. It is important to remember that everyone will have different beliefs and comfort levels. Deciding whether or not one keeps wearing a mask is now a personal choice. We must also respect the decisions of our local businesses when it comes to their mask policies. It is now their choice also. A city cannot survive without our businesses. I have full faith in our residents to continue being respectful of each other and make wise decisions for their health safety.

Other issues: While our population continues to grow so does the importance of supporting our first responders. I have always and will always continue to ensure that our first responders have the tools and resources necessary to provide services second to none. Without safety and security a community can't thrive. Council will also be working to approve and implement a new comprehensive plan developed through resident and city cooperation. A new plan will be critical to determine future growth for the city. I have always considered resident input as an important resource in decision making.

City of Plano Ballot Propositions

Proposition A:

The issuance of \$231,000,000 general obligation bonds for street improvements and the imposition of a tax sufficient to pay the principal of and interest on the bonds.

Vote **For** or **Against**

Proposition B:

The issuance of \$81,935,000 general obligation bonds for park and recreational facilities and the imposition of a tax sufficient to pay the principal of and interest on the bonds

Vote **For** or **Against**

Proposition C:

The issuance of \$15,900,000 general obligation bonds for improvements to the Tom Muehlenbeck Recreation Center and the imposition of a tax sufficient to pay the principal of and interest on the bonds

Vote **For** or **Against**

Proposition D:

The issuance of \$27,140,000 general obligation bonds for public safety facilities and the imposition of a tax sufficient to pay the principal of and interest on the bonds.

Vote **For** or **Against**

Proposition E:

The issuance of \$5,500,000 general obligation bonds for improvements to existing municipal facilities and the imposition of a tax sufficient to pay the principal of and interest on the bonds.

Vote **For** or **Against**

Proposition F:

The issuance of \$2,490,000 general obligation bonds for the city's library facilities and the imposition of a tax sufficient to pay the principal of and interest on the bonds.

Vote **For** or **Against**

Plano ISD Board of Trustees

4-year term, elected district wide. Must be at least 18 years old, a United States citizen, a qualified voter, and a resident of the District. The Board of Trustees makes all final decisions regarding school district priorities, policies, personnel, textbooks, expenditures, and growth management. Trustees adopt a budget, levy taxes, and submit bond issues to finance construction projects.

Questions

Motivation: Why do you want to serve on the school board, and what qualities would you bring to this position?

Finance: What concerns do you have about the district's finances, and how would you address them?

Goals: What would you like to accomplish as a school district trustee?

Teachers: What should your district do to attract and retain good teachers?

Diversity: How would you help diverse populations in the school district reach their full potential? What initiatives should be implemented, if any, to address the needs of specific populations?

Pandemic: What will be your approach to ensure safe and effective learning in the district during the pandemic?

Other issues: What other important issues are facing the school district, and how would you address them?

Shafik Ben Guesmia
Plano ISD Trustee, Place 1

No response received

Lauren Tyra
Plano ISD Trustee, Place 1



Education: K-12 PISD Schools, Plano East '03 University of North Texas: BS Biology, BA German
UT Southwestern Medical Center: PhD Neuroscience, National Science Foundation Fellow

Experience: I bring a wealth of experience beyond being a STEM professional. I am a member of Daffron's SBIC and a BSA den leader. I have prior experience in science outreach, women's career advocacy, and building new support programs from the ground up.

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Motivation: I want to bring the very best opportunities to all Plano ISD students, much in the same way Plano ISD created significant opportunities in my life. As a scientist, I am trained to look beyond my own preconceived notions to evaluate unique situation and chart an optimal path forward. I have worked on multi-disciplinary and diverse teams my entire career, so I will bring the same spirit of teamwork, collaboration, and compromise to the school board. I am also a fierce advocate for my own children's needs, and I want to advocate for all students across the district.

Finance: My major concerns are: 1) financing lost due to declining enrollment, 2) the sustainability of our debt cycle, 3) the significant size of PISD's recapture payments, 4) having the resources to make up the COVID learning gap. Much of this is outside of the control of the PISD Board of Trustees, but we can use our influence and relationships to be a part of the larger

conversation. For example, the Trustees can work with other stakeholders like the City Council and Texas Legislature to encourage changes that positively impact the districts funding outlook.

Goals: I want to see Plano students prepared for the modern, growing workforce with skills that companies in Plano need. I propose a greater focus on STEAM and technical skills at all levels, combined with innovative ways to build social and emotional skills. A recent report from McKinsey & Company on the post-COVID economy highlighted the need for these skills, particularly among higher wage careers. If we want our graduates to succeed, we need to ensure they have a solid foundation in technical and social skills to do so. This should start early, with more emphasis in elementary and middle schools.

Teachers: Our teachers need a well-rounded compensation package with competitive benefits. We can help teachers use these benefits, particularly ones that offer tax savings like health and dependent care savings plans. Much of this depends on working with state legislators to shape incentive programs. Further, we should ensure all district staff have a clear plan for success and advancement within the district, as well as promote continuing education in an accessible and equitable way. Finally, we need to ensure our teachers feel valued for the critical work they do and have a positive work environment.

Diversity: It is everyone's responsibility to ensure all PISD campuses are safe and inclusive learning environments and as a Trustee, we can create policies and guidelines on how to do this. Each student deserves a positive school climate, regardless of race, gender, country of origin, socioeconomic status, or special education needs. I think the key to helping populations thrive is to understand first what their barriers to success are. We can use novel parent surveys, that self-identify students' strengths, needs, and interests along with teacher evaluations to create tailored learning plans.

Pandemic: Experts largely agree that schools can be opened safely with precautions like masking, social distancing, and frequent handwashing. However, some parents still have COVID concerns. For parents with heightened concerns, PISD should continue to offer virtual learning. For a large proportion of students, virtual learning is not as effective as in person learning. With proper precautions, technology, and our great teachers, we can continue to provide excellent education, regardless of if learners choose face-to-face or learning at home.

Other issues: Two big issues on parents' minds are bullying and the mental health of our students. I am calling for specific action to form a committee of parents, district staff, and outside experts to investigate the prevalence of bullying on our campuses. Once we understand the breath and depth of bullying, we can deploy existing new resources, like counseling and social and emotional teaching. Mental health, crisis, suicide prevention, and bullying resources should be easily and widely available to students and families, including printing important hotline phone numbers on student IDs.

Semida Voicu
Plano ISD Trustee, Place 1



Education: Masters of Business Administration-Deans List Bachelor of Science Psychology-Cum Laude Supplemental Graduate Education Classes Certified Negotiation Expert TREC Legal 1&2 Instructor Certification

Experience: Independent Real Estate Broker. Managing Broker- 2 firms Plano ISD Career and Technical Committee Vice Chair City of Plano Community Relations Committee Rasor, Hendrick, Clark, Plano Senior PTA past member. CCAR Government Relations and Diversity

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Motivation: I believe the collaboration between Parents and the ISD is critical for the Success of our Students. Parents must have a seat at the table regarding the decisions being made. We all want what is best for our children and it starts with listening. I believe in equal access to public education across all grade levels and all students should receive daily instruction. The need for transparency is critical. Parents should be actively involved and informed about decisions being made in our schools.

Finance: The most pressing concern is the decrease in enrollment and the financial consequences. To date about 2200 students have unenrolled from PISD and that accounts to \$20 million dollar loss. That financial loss will carry over to the following years. Unfortunately, this is on top of the expected decline in numbers projected. We need to retain our students; we need to look for ways to reach the students that left the ISD that still live in Plano.

Goals: My goal is the success of our students. I am committed to being a Trustee that actively engages with the concerns of our students, parents, and staff. Transparency, accountability, and focus on academic excellence will provide our students further opportunities to learn and then earn. The academic success of our students is the key driver of our public education system. I am committed to student development. Reaching and surpassing the reading, math and writing goals for our elementary students is critical to succeed in upper-level STEM, Language Arts, Vocational, and all other classes.

Teachers: Teachers can change the world for students. They are the key to academic excellence. The pandemic has shown how teachers can go above, pivot, and adjust in order to help their students. We need to attract and retain good teachers. We can do that by offering

support at the campus level. We must provide opportunities for professional development and advancement. We need to also enhance the substitute teacher program which furthers supports and provides flexibility. Teachers are dedicated, caring, and chose a profession that has a lifelong impact on our students. Teachers are the advocates.

Diversity: It is important to have a Trustee that can relate to different groups and concerns a diverse student population has. I was an ESL student. I understand how hard it is. I understand how it is difficult for parents to navigate a school system without knowing the language, policies, and procedures. I understand being a free lunch student. I understand how it is to miss out on activities because there is no money for extras. A diverse population also brings knowledge of different cultures, different ideas, diverse goals. But we all have a common goal and purpose: our children's education.

Pandemic: PISD has a 50-page pandemic safety protocol in place that explains all aspects that have been implemented. We need to focus on the health and safety of our students. As we move into the last phase and expected to return to normal school operations next year we will need to focus on the pandemic learning loss. We do not know the true extent of the learning loss for this year and we will need to implement mitigating strategies to ensure our students recover from educational deficits.

Other issues: Safety: All of our students should feel safe at our schools. We have policies and procedures in place yet if no one listens the policies are for naught. Active listening and an active response protocol to the concerns of students in regard to bullying is critical. Bullying has lifelong consequences and we as a district should listen to the parents and students facing bullying and help.

Ajikwaga Felli
Plano ISD Trustee, Place 2

No response received

Dayna Oscherwitz
Plano ISD Trustee, Place 2



Education: B.A. (English, French, Secondary Education)--UTSA; M.A. Francophone Studies--UT Austin; Ph.D. Francophone Studies--UT Austin

Experience: I have been a Professor at SMU for 19 years, and in administration at SMU for 10 years. At SMU I have served as President of the Faculty Senate and on the Board of Trustees. I have also taught grades 6 through 12 in Texas, before obtaining my Ph.D.

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Motivation: Education is my first and only calling, and I am entirely the product of public education. I have 30 years experience in education, in both K-12 and higher education. I also have experience in administration, retention, curriculum design, and assessment. I have served as President of the SMU Faculty Senate and on the Board of Trustees at SMU. I ran because educational equity is very important to me, and I want to make sure that every student in Plano ISD, regardless of background or address, has every chance to succeed. I bring knowledge, experience, patience, and passion to the role.

Finance: A Rutgers study found that Texas underfunds all of its students, both high and low need. Recapture was supposed to address this, but it has aggravated it. Plano ISD suffers because the state has a limited and inaccurate view of districts like PISD, which it sees as homogenous and affluent, despite the fact that the reality is more complex. In addition, there is little transparency, and the state has used recapture to reduce its support of public education. I would really like Texas to rethink the way it funds public education, and as a trustee, I would advocate for school finance reform.

Goals: I would advocate for the creation of two-way dual-language programs, which support both second language learners and English learners. There are examples of success in other local districts, and we should learn from them. I would also like to see more done to close the equity gap in PISD, and I would work very hard to ensure the announced Equity and Diversity plan follows established best practices, and has concrete metrics for success. Finally, I would like to see more magnet or academy options in PISD, particularly more options in elementary and middle schools, including middle school IB.

Teachers: I am an educator, and I have managed faculty, so I know that teachers will go and stay where they feel valued. PISD attracts excellent teachers, and we should continue to ensure that teachers are well-paid and that they have the resources they need to teach. We should also continue to ensure that they are trusted to teach without undue interference, that their classes are optimally sized, that they feel safe at work, and that they are supported when issues arise. The district should continue to communicate clearly both to the community and to teachers that it recognizes their contributions.

Diversity: PISD's announced Equity and Diversity plan is a good step toward supporting the district's diverse learners. I would hope this leads to increased efforts to hire and retain teachers and administrators that reflect the student population in PISD. I would also like to see increased embrace of diversity in educational programming, such as creating two-way dual

language programming. Expanded diversity training for faculty and administrators would also be beneficial. Finally, PISD should create mechanisms to solicit input from representative parents and students on its progress on equity issues.

Pandemic: PISD has done a good job, in my opinion, balancing the risks posed by a global pandemic, and the risks of not having kids in school. They have done this because they have followed the evidence and the science. My approach would be to continue on the same path. I think everyone is hoping for a return to fully in-person learning at all levels in the Fall, and I support that, as long as the science does. Teachers now have the opportunity to be vaccinated, so hopefully they will all be protected. One remaining issue is learning loss, and we must understand and address that as we move forward.

Other issues: As recent events have indicated, there is a need to understand the degree and prevalence of bullying and aggression in Plano ISD. This was on my radar already, as many parents and students have related concerns to me about this issue, even prior to the publicized incident. I would advocate for a comprehensive analysis of bullying and aggression in PISD, and I would advocate for a new action plan, developed with parent and student input, to address both of these issues. This plan must involve clear and comprehensive anti-bullying policies, with consequences, and a clear communication plan.

Angela Powell
Plano ISD Trustee, Place 2



Education: University of Dallas, Graduate School of Management, MBA; Houston Baptist University, BS in Biology and History

Experience: Board Liaison for PISD Education Foundation 2019, Board Liaison for Junior League of Collin County 2020, Board Liaison for PISD Head Start 2020-2021, Board Liaison for PISD Council of PTA's 2020, St Joseph Catholic School Advisory Council 2015-2018

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Motivation: I am seeking re-election for my second term as Trustee, Place 2 because I am committed to the safety and success of all our students. I have been a Plano residence since 2005. When I ran the first time, I was motivated by my passion to advocate for our Special Needs population. I was a good listener for our parents and wanted to serve our community by

advocating more services for our students. I was elected in 2017 and was honored with the opportunity to impact our district when we needed a strategic plan to support our quality public education.

Finance: The rising cost of the state's recapture system known as Robin Hood to Plano ISD goes to the state budget and not to the school district's funding such as growing operational expenses due to inflation. Plano ISD's recapture (Robin Hood) payments to Texas Education Agency were increased from \$160.1 million for FY 2020 to \$178.8 million in FY 2021. Plano ISD is a "Chapter 41" district and has contributed more than \$1.6 billion to the state. Modifications to the state's recapture system needs to be addressed further in this upcoming legislative session to lower Plano ISD's recapture payments.

Goals: Mental Health and school funding are priorities for me. I helped with the origination of our PlanoUp program in the district to support our students with more wrap around services. I care about the welfare of our students and want to make sure they have the tools to succeed. School funding has been a big concern for the district. Modifications to the state's recapture system known as Robin Hood needs to be addressed further. I am committed to continuing my efforts to advocate for our students and parents.

Teachers: Our PISD Administration and HR department have been working hard to attract and retain good teachers. We offer comparable and competitive salaries for teachers and staff. PISD is launching a new branch of our leadership pipeline for teachers and any teacher who is interested are invited to apply. We are committed to offering our teachers resources and opportunities to advance.

Diversity: PISD School District hired a new Director of Diversity Equity and Inclusion to focus on initiatives that would address the needs of specific populations. The City of Plano is a diverse community and our schools are populated with students from diverse backgrounds. I would continue supporting our administration to help our district supply opportunities for all of our students to reach their full potential.

Pandemic: I believe the district has taken every precautionary measures to ensure the safety of our students, teachers and staff members. We will continue following the guidelines offered to us by TEA and governmental mandates. I have supported the district in following these safety and learning protocols and state required measures during the pandemic. Effective learning is different for every student. Our district had to switch to virtual learning platforms in 2020 and we moved quickly to supply internet connections and Chromebooks. We addressed our student learning needs in different ways.

Other issues: STAAR testing has been a hot topic for our parents and teachers. TEA (Texas Education Agency) requires districts to give STAAR (State of Texas Assessment of Academic Readiness) tests to students in third grade through high school. I believe there's too much emphasis on state-mandated testing and the accountability system should be broader. I would continue to advocate during our Legislative Sessions to focus more on meaningful assessment and accountability.

Nancy C. Humphrey
Plano ISD Trustee, Place 3



Education: Bachelor of Science in Accounting (University of North Texas), Master of Science in Accounting (University of North Texas), 11 yrs TASB Board Training, 11 yrs NSBA Board Training, 11 yrs NTAASB Training, Center for Reform School System Texas Fellow

Experience: ret. CPA - 20 yrs accounting, PISD Board of Trustees - 11 yrs (Pres-3-yrs, VP-3 yrs, Sec'y-1 yr.), Exec Dir of Hendrick Scholarship Fdn.-2 yrs., Plano Rotary-10 yrs., Exec Board Circle Ten Council Boy Scouts-8 yrs., Leadership Plano, Leadership TASB

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Motivation: Education is the most important key to an individual's economic prosperity. I believe all children can learn and each deserves the opportunity to succeed. I'm committed to serve on the board to ensure Plano ISD continues its tradition of excellence in serving all students. Qualities: •11 years serving as trustee •Retired CPA; extensive financial knowledge and audit experience •Extensive knowledge about TX school finance & local budget •Many valuable relationships throughout the community & TX •Vast experience advocating for public education through legislative process •Stability of leadership

Finance: Biggest concern is deficit budget, brought on by tax rate compression & incr. in recapture, currently \$180 million, or 30% of revenues. I continue to advocate for adequate/equitable funding for schools with legislators. The ability to remain competitive with teacher pay is a concern, as 85% of the budget is tied to payroll. Raises become recurring expenses. Legislative grab for fund balance is possible this session, which will have detrimental impact on available cash flow to fund payroll and recapture payment July through Nov. Continue to advocate Federal ESSER funds be paid directly to ISDs.

Goals: Continue to give a voice to the community who has trusted me to serve 3 previous terms. Apply lessons learned to better position the district to continue its work to close achievement gaps, allocate resources equitably to meet every campuses' need, hire and retain excellent teachers and staff, & expand the system of wraparound services for students, honoring individual student needs, meeting every student where they are, teaching to

maximize their personal potential. Continue to bring my financial acumen to ensure qualified, independent eyes are on the financials for our stakeholders' benefit.

Teachers: Continue to offer competitive pay & benefits (i.e., early childcare) & provide a safe workplace, mentoring program, robust continuing ed opportunities, teacher learning labs with other teachers, extended planning periods, evaluation that includes career growth objectives, leadership opportunities & related training, incentive pay to teachers who specialize or seek master's degree, provide adequate technology & instructional resources, duty free lunches, stipends for extra duty. I support expanding recruiting with focus to add diversity in workforce & increase teacher insurance contribution.

Diversity: Be on top of the data; use diagnostics such as MAP to identify students' needs. Develop custom approach to meet academic and social/emotional needs. Studies show students relate better if they see themselves in the person who is teaching them; therefore, expand recruitment efforts to increase diversity in workforce. Expand identification of eligible disadvantaged students who may not take high-rigor coursework, such as AP, IB, dual credit, or test prep aid. Expand AVID program. Update lessons on bias, tolerance, diversity, and inclusion to teach values to embrace a sense of belonging for all.

Pandemic: Safety of all students & staff is key; it also impacts community. Follow TEA guidance (every student, teacher, or staff to wear a mask when inside a school building.) District should maintain regular communication with health dept. & adapt for changes to TEA guidance. Upon return to in-person attendance in the fall, effective learning will require low-stakes assessment to identify potential learning loss from pandemic. Mindfulness of equity disparities, language gaps & emotional trauma sustained during remote learning is essential to remediate & tailor instruction so students can master skills

Other issues: 1)COVID learning loss-offer extended summer learning, regular semester "Saturday school" or additional days, online tutoring resources, & expand individual instruction to catch up students falling behind. 2)Expand mental health services to students and staff who've experienced trauma during pandemic. 3)Advocate that the \$17.9 Billion Fed. stimulus for Texas schools goes to ISDs to recover cost of pandemic; e.g., PPE, technology/broadband devices, & wraparound service. 4)Declining enrollment-recruit eligible pre-K students in district to provide disadvantaged students high quality instruction.

Lynn Walling
Plano ISD Trustee, Place 3

No response received

Jeri Chambers
Plano ISD Trustee, Place 6



Education: M.S., Education Administration and Supervision, University of Nebraska, Omaha
B.S., Secondary Education, University of Texas, Austin

Experience: Classroom teacher of over twelve years. Nonprofit professional & development officer PISD Trustee Vice President Past President Plano Youth Leadership Junior League of Collin County PISD Education Foundation Leadership Plano XX Leadership Texas 2020

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Motivation: After serving three years as Trustee, I am seeking re-election to continue implementing plans to address district challenges. My goal is to continue the district's progress in improving student outcomes, promoting equity, investing in teacher and staff development, and provide the necessary support services to ensure that all students succeed. My experience as a PISD classroom teacher sets me apart. I value the significance of public education and know the commitment and perseverance it takes to deliver education excellence. My proven leadership through community service makes an impact.

Finance: PlanoISD has the second highest recapture amount in Texas, giving back to the state over \$2.2 billion in cumulative funds. PISD's 2020-21 payment to the state exceeds \$179 million. In 2019, the state legislature implemented a 2 ½% compression to property taxes which means that property tax may still go up, but the increase cannot exceed 2.5%. This model is not sustainable and could force districts to make difficult cuts. The real change is the responsibility of the Texas State Legislature. As the state economy improves, the state must contribute more to education to reduce the taxpayer burden.

Goals: Repair academic loss from COVID. Support and retain excellent PISD teachers and staff. Sustain connectivity to broadband access and bridge the digital divide for all. Integrate comprehensive support services for food insecurity, physical and mental health and well-being. Expand social emotional learning. Evaluate new and developing teaching and learning practices and scale them to benefit all students. Examine policies and procedures focusing on improving

outcomes and providing college, career, and life readiness for all students. Ensure economic recovery and long-term sustainability.

Teachers: To attract teachers, the district must provide competitive compensation which includes both pay and comprehensive benefits. Teachers must receive relevant training to include classroom management, best instructional practices, and effective use of technology. Teachers must have the support they need to face the challenges and demands of teaching in a climate that allows them to thrive so that they can bring their best selves to the classroom and their students every single day.

Diversity: The district must provide many pathways to success in order to serve diverse populations. The district should continue to offer and expand the following opportunities for students: dual credit courses, professional certifications, and career and technology courses. PISD should encourage and provide support for students to form clubs and extracurricular activities that support and allow them to explore their passions and interests. The district should continue to hire faculty and staff that reflect the diverse student population.

Pandemic: The district should continue to practice safety and security precautions established early in the pandemic, while continually evaluating and assessing their effectiveness. The district should modify safety and security measures as recommended by local public health professionals and the Texas Education Agency. It is important that the district have a transition plan for returning all students to the classroom and provide a virtual classroom choice if the current legislature passes a bill allowing for that scenario.

Other issues: The district must genuinely work to ensure fair treatment and safety of all our children, regardless of race, ethnicity, disability, gender, sexual orientation, or socio-economic status. We must also continue to educate and train our teachers and staff on building equitable and inclusive environments with a focus on modeling appropriate behavior.

Marilyn Loughray
Plano ISD Trustee, Place 6



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Motivation: I graduated summa cum laude with a BA in Political Science. I'm a 33-year resident. My husband and I raised our 2 children here who graduated from college and started families. We are now raising our 3 orphaned grandchildren who have been in Plano schools since kindergarten. My son is currently deployed with the Air Force. I bring change, a fresh, common-sense approach to decision making. I believe a Trustee who is a well-rounded parent of 5 children in Plano public schools who has the education that allows for the understanding of the power of collaboration is needed.

Finance: Our student enrollment has been steadily decreasing which means the amount of state funding is decreasing. This year we lost the biggest number ever, over 2,000 students. Where did they go? The expectations for next year are that we will be down by more than 1,600 students. We must be conscious of this decline. We must start finding ways to attract more students into our schools. And we need to understand our debt and how that affects the money going back into the classrooms. We currently pay more than \$40,000 dollars in interest on our debt. That's a lot of money.

Goals: The accountability should be enforced across the board, all the way down the line, from top to bottom or bottom to top. I would like to see that transparency is increased for financial and non-financial subjects. What exactly are line items in the published budget? What exactly does debt mean to our bottom line for students? I would like to return a superior curriculum that is free from political agenda and propaganda focusing on patriotic truth. We need to build a classroom environment that encourages critical thinking.

Teachers: I'm not familiar with teachers' benefits packages or salaries. I can google that we are some of the highest paid teachers who have an average of more than a 11 years' experience. I would like to make a conscious effort to meet with teachers to understand what we need regarding the structure of benefits, pay increases and retaining our teachers. I have managed large groups of people for most of my career so this is something I would like to review.

Diversity: Plano has a diverse population. The demographics will show in the order from high to low white 65%, Asian 21%, 15% Hispanic or Latino, 8% Black or African American 8% and other 3%. We must continue to survey what the needs are in our community. And we must continue to look at our programs and make sure they are performing the best they can. Some programs would be for children that do not speak English (ESL), for special ed, for the gifted and talented, for the economic disadvantaged, and transition programs for children as they graduate or as they transition from early childhood into pre-K.

Pandemic: The data that was available for us before school started did not justify the district not opening the schools for the high schoolers. And the data has only gotten stronger to support the fact that children need to be in school, that children are not the source of transmission as the district thought they were. Also, the schools have shown not to be the source of transmission. With the proper safety measures the schools can open safely for all. Our children are academically behind and this year will have a snowballing effect for several years to come. Some children will never gain what they lost.

Other issues: We need to do what's right for the children. We need to bring into our classrooms a sense of patriotism, a critical thinking environment that allows students the opportunity to discuss different issues around different opinions in a healthy way. Our district has elected to remove students from experiencing milestones in our Republic government while allowing extreme platforms for Marxist ideologists. For example, they did not allow them to watch

Presidential Inaugurations with Obama being the last one the children witnessed during school. These topics should be introduced in an unbiased way.

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