

Questions for District 3 councilperson candidates:

Jim Applegate

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Tell us a little bit about yourself (family, interest, education, work experience, etc.)

- Having moved from England, I have been in Modesto since the age of 10. I attended La Loma, Downey, and then graduated from CSU Stanislaus with a BA in Organizational Communications. In 2018, I earned my doctorate in Organizational Leadership (DMIN).
- In 1996 I started a construction business that grew to over 200 team members. I loved this season of life, learning HR, finance, legal, administration, contracts, and so many other skills that will be helpful in City Hall. In 2006, I started Redeemer Church, and left the construction industry in 2010 to work full-time there. In 2013, five years into the great recession, the construction business (that was run by my three partners) had to file for bankruptcy. This was a devastating time, but taught me a lot about resilience and compassion. I am still working full-time at Redeemer as the pastor for vision/preaching, and will continue this work if I am elected.
- My wife, Heather, and I have been married for 30 years. We are so proud of our four daughters and one son, our two son-in-law's and our grandson.
- I love to travel, read, and explore. I have an unending thirst for discovery and love other cultures, foods, and traditions.

What is your greatest professional achievement?

- Looking back over the years, I am most proud of the people who I have mentored and been able to invest in. From team members in the construction industry that went on to start their own businesses, to husbands and fathers that I was able to encourage and disciple, I love helping people realize and achieve their potential.

Why do you feel qualified to represent district 3 (which includes all of CANA) As a councilperson?

- From a business perspective, I think I have experiences and education that will help me to address the big picture issues quickly and effectively. While these skills are helpful, I think my best quality is the ability to listen and engage people in the process. I have always been successful in bringing people together to accomplish goals. Our local government is only one area that is responsible for the well-being and quality of life of our citizens, and to the degree that we can engage other sectors and work together, I know we can unleash the potential of our city.

What political topics and issues are you most passionate about?

- I am passionate about civility first and foremost. Our city needs leaders who are willing and able to engage with each other, with city staff, and with citizens, setting an example of unity to accomplish our goals.
- I am passionate about continuing to help build morale, shaping our downtown, diminishing homelessness, and creating a safe environment.
- I am passionate about engaging all the sectors of our society to get involved in the work that needs to be done to help fix problems and shape culture.

Do you have any ideas you hope to implement during your time in office?

- While there are lots of issues that I am interested in, currently I am working on listening to citizens, meeting with staff, and reading about cities that were our size ten years ago and have grown in healthy ways.
- If you have an issue you would like to talk to me about, you can book time with me by going to this link: <https://applegateformodesto.youcanbook.me/>

How do you plan to foster a healthy and vibrant downtown? Such as clean walkable spaces and appropriate businesses.

- It seems to me that the best way to foster a healthy and vibrant downtown is to look at other cities that have done this well and learn from them. I'd love to see our city staff spend more time engaging and networking with cities that successfully shaped their downtown, bringing in a balance of housing and business to help it thrive. With the ACE Train coming to Modesto in 2022, the downtown is going to radically change as people from the Bay Area enjoy our affordable housing. We need to be proactive in shaping this culture instead of just reacting to it.

How do you plan to clean up the parks and other public spaces to make them more 'family' friendly? Of concern to our neighbors is the use of the parks as a space for housing the homeless, drug addicts and common criminals.

- I am a big fan of what the City and the County have been doing through Focus on Prevention, including the addition of the "Outreach and Engagement Center" which is a one stop shop for all the resources for helping anyone who is about to become or is already facing homelessness. It seems to me that we need to do a better job of identifying the types of homelessness (whether it be financial and work related, mental health, and/or addiction related), so that we can help to diminish homelessness in specific areas.
- I am thankful for the work of Modesto Police Department for their proactive approaches to dealing with homelessness and hope to continue to help MPD in their efforts.

How do you plan to attract business to Modesto? Allowing folks to both live and work here instead of Modesto being known as a "bedroom community" for the Bay Area.

- I am a big fan of the second office approach – attracting significant parts of the businesses instead of trying to attract the entire business. If we can provide office space

and qualified team members for the administrative and overhead of tech companies, they may opt to send over their Human Resources, Legal, and Administrative positions.

- Overall, we need to continue to work with MJC, CSUS, and UC Merced to create training and jobs for the High-Tec industry so that tech companies will know that they have the employees available to do the work that needs to get done.
- A huge part of attracting people to Modesto is to continue to focus on the things we do well hear, as well as continuing to shape culture. Our city staff is doing tremendous work with the budget they have, and we have some of the best restaurants in our downtown...not to mention the Gallo Center and other performing arts places. Modesto needs to start promoting the great successes that we enjoy here, and stop buying into the idea promoted by other cities trying to feel good about themselves that we are on the worst top ten lists. Modesto is a great place to live...a great place to raise a family.

How do you plan to balance the budget? ... taking into consideration the emerging fire and police funding crisis.

- After having met with city staff and getting their perspective on the budget, I am more optimistic than ever. Our staff is working hard to cut areas that can be cut, as well as creating areas of efficiency that will save us money in the long haul. The issue for me is listening to Chief Carol and Chief Ernst to find out what they believe are the needs and the constraints. It does not have to be as simple as funding more police officers, but more like a balanced approach of adding new technology to help provide better coverage. My sense is that both our police and fire chief are working hard for our best interest. I am looking forward to working with them to achieve their goals under a balanced budget.

Do you have any ideas or plans to improve the status quo for pedestrians and those who ride bicycles in the College Area and also Modesto at large?

- I have loved the improvements that we have made for pedestrians and bicyclist in our area. We have some of the safest and enjoyable places to walk and ride in Modesto. I would love to listen to ideas on how we can improve these and encourage other parts of our city to follow what has happened in our area.

Please provide any additional information or considerations for election:

- Please take time to visit my website www.applegateformodesto.com On the website you can sign up for a yard sign, or to help on the campaign. You can also access all my social media, which I would love for you to share with your friends!
- Please think about hosting a meet-n-greet with neighbors and friends either in your front yard or over zoom. You can book my time by following this link: <https://applegateformodesto.youcanbook.me/>
- Please consider to donating to my campaign using this link: <https://www.applegateformodesto.com/donate>

Thanks for engaging in our political process and for being concerned about the welfare of our community. I look forward to unleashing the potential of our district!

Sincerely

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