

# Candidate Engagement

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## Candidate Questionnaire | 2020 Primary Election

The Eugene Area Chamber of Commerce welcomes the opportunity to engage with candidates in our local non-partisan elections for the 2020 May Primary. While the Eugene Chamber will not be issuing endorsements for this election, we will provide opportunities for candidates to engage our members and for our members to be informed and evaluate candidates based on their alignment with the values of the business community.

Answers to the questions below will serve in evaluating candidates who are running in various local non-partisan races and may be available on the Chamber of Commerce's website. Please complete the following if you wish to participate in the Eugene Chamber of Commerce's candidate engagement process:

**Full Name:** Kate Davidson

**Position running for:** Eugene City Council Ward 2

**Campaign Email:** kate@katedavidson.org

**Campaign Website (if applicable):** www.katedavidson.org

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**Please provide a brief bio including your professional background, volunteerism and any affiliations with local businesses or organizations.**

**Occupational Background:** Non-Profit and Government Consultant, Business Owner, Mom

**Educational Background:** University of Colorado, B.A. University of Oregon, pursued Master's Degree in Public Administration and Graduate Coursework in Business Planning

**Prior Governmental Experience:** Member, City of Eugene Budget Committee. Chaired the following Committees: Human Services Budget and Planning; City of Eugene Community Development Block Grant; Lane County Stabilization Task Force. Chair of Southeast Neighbors Neighborhood Association

**Other Volunteer Experience:** Fundraising Board Chair, School Garden Project; Board Member, Walama Restoration Project; Security Crew, Oregon Country Fair

**Please share with us your primary reason for running in this election and what impact you would like to make in the community.**

I've lived in Ward 2 for 18 years, working shoulder to shoulder with the people in my Ward. I raised my kids and volunteered in 4J. As the non-establishment progressive in this race, I pledge inclusiveness, transparency, equity, and accountability in government. Our City Council requires strength in leadership and experience. I bring that.

**What individuals or organizations are either supporting your campaign, or are you seeking an endorsement from?**

<https://www.katedavidson.org/endorsers/>

**Do you have a fundraising plan for your campaign?**

Yes

**If elected, what is your number one priority?**

**My mission:**

**-Fulfill Climate Action Plan 2.0**

- Hold regular town halls in the Ward
- Monitor issues, like public transit
- Protect neighborhoods, ensure people have a voice in land-use decisions
- Enhance community policing and public safety
- House the most vulnerable among us
- Promote affordable housing on EMX corridors
- End unfair Multiple Unit Property Tax Exemptions
- Expand fiber optic network

**What important leadership skill would you bring to the position and how would these skills be applicable to the business community.**

Our City Council, like government everywhere, requires authentic, clear, strong, honest and unabashed individuals not encumbered by special interests to hold public office and *serve the people*.

This is an exceptional opportunity to put a real progressive on the City Council. My values, background, experience and **bold, effective leadership** are precisely what is called for at this all-important time of climate and societal change.

I will bring more ITEA to local government. Many of you have heard me talk about this. It is so important that we elect someone with integrity who understands how central these values *must be* in government for it to live up to the promise of participatory democracy.

**ITEA = Inclusiveness. Transparency. Equity. Accountability.**

**The business community in Eugene is critical to our community's long-term viability. How would you propose that you, as an elected official, work with the business community to ensure that fees, taxes, regulatory structures, tax incentives and service philosophy allow businesses to be successful?**

The shortening of distances between the production and consumption of our basic needs is the most effective way to immediately reduce CO2 emissions. It also leads to another fundamental shift: because local markets demand diversity (rather than huge quantities of standardized commodities), production needs to be encouraged to shift away from machine-run monocultures to favor diversification and more jobs for local people. I think what we'll be seeing more and more of, especially here in the Willamette Valley, is a kind of 'agri-wilding'. This is the rapid recovery of both agricultural and wild biodiversity on previously damaged land – and to see the simultaneous creation of meaningful community-based jobs on that land.

I believe we are facing collapse on multiple levels, but the good news is that the crises we face are interconnected – they share a root cause, and there is a systemic strategy

for beginning to solve them simultaneously. People will begin to see their commonalities. Unlikely allies will form coalitions.

The business community, because it is adaptable, flexible, smart, will adapt and evolve to more localized ways of doing business. The business community will in some ways be at the forefront of the paradigm shift we must embrace before it's too late. Because this will be a 'people's' movement, the business community will be important leaders within that coalition. As we remove our dependence on the centralized, corporate-run economy, we inevitably will begin to reweave the fabric of local, human-scale interdependence. We need to start to build localized economic structures, which reconnect us with each other and the earth, creating the structural basis for community and for our own psychological and spiritual well-being. This localization of economies moves us away from homogeneity and nourishes the diversity of ecosystems, cultures, and individuals that makes up the richness of life on Earth, and slows us down to a pace at which we can more genuinely appreciate the uniqueness of every being.

We can't continue on as we have before. I believe that in our lifetime, we're going to witness the end of civilization as we know it. We now have the opportunity to create the conditions for both human and ecological well-being.

**How would you involve the business community in a discussion about the future of our community?**

I will ensure all voices are at the table on these types of discussions. For example, in order for the city to perform on its CAP2 plan, I believe and will press for a Climate Auditor whose department and charge is to make sure the city meets its goals in the CAP2. I would ensure the Climate Auditor's committee has broad representation of the business community in its entirety: builders, real estate, small business, tech, etc. The UofO must also be at the table.

**What strategies would you support to control government spending to lessen the need to increase taxes, fees or other charges.**

I support the idea of a City Auditor. I realize this idea failed last time, however, I believe some of that work could be accomplished through the office of a Climate Auditor.

That said, everything has changed since COVID-19. I believe we are going to be seeing more of these kinds of viruses and more disruptions of the way we live and do business. I believe climate change is upon us, and with it, societal change.

These weeks of quarantine has slowed us down to a pace at which we can more genuinely appreciate the uniqueness of being may well be harbinger of our future cultural shift. Here on Martin Street, at the base of the Ridgeline Trail, we're experiencing almost a 'festival vibe'. I can't recall (outside of the Oregon Country Fair) when I've seen this many people out with their children - families and friends, people of ALL ages, interacting with each other and doing so authentically, with mountains of eye contact.

I believe that at the grassroots around the world, the seeds of a world-wide localization movement are already germinating. In a common-sense way, people are responding to various forms of breakdown, and coming together to regenerate place-based relationships, micro-localized economies and cultures in creative ways.

We Eugeneans already have a inclination toward localized culture - from our community gardens to farmers markets to our many wonderful local organic farms. We already embrace alternative learning and living spaces. We already sustain local business alliances and co-ops. There are countless initiatives already demonstrating the deep healing that springs from turning away from the consumer culture and reconnecting at the local level.

**As a member of an elected body, how would you work with your colleagues to build relationships and build consensus for your ideas?**

The core value in any relationship or set of relationships is trust. I would create and maintain trust by:

- Listening
- Holding regular Town Halls in my Ward, and inviting my colleagues
- Understanding each person's individual motivations for serving on the City Council
- Communicating clearly and respectfully
- Establishing and maintaining transparency
- Providing prompt responses to requests for information from my constituents and colleagues
- Being available to my constituents and colleagues
- Apprising my constituents of emerging issues on the Council and apprising my colleagues of emerging issues in my Ward
- Building relationships with my colleagues as appropriate, and according to their personal preference

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**Please return completed questionnaire to:**

Tiffany Edwards, Director of Business Advocacy

Email: [TiffanyE@EugeneChamber.com](mailto:TiffanyE@EugeneChamber.com)

Fax: 541-484-4942

Phone: 541-242-2352

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**Full Name:** Matthew K. Keating

**Position running for:** Eugene City Council, Ward 2

**Campaign Email:** [teammattkeating@gmail.com](mailto:teammattkeating@gmail.com), [volunteer@matkeating.org](mailto:volunteer@matkeating.org)

**Campaign Website (if applicable):** <https://mattkeating.org>

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Matt Keating is an elected Board Member, Lane Community College Board of Education (2013-present); Member, Eugene Public Library Foundation Board of Directors; KLCC Public Radio Foundation Board Member; Administration Committee Member, Democratic Party of Oregon.

In his day job as an Account Executive and Digital Director, Matt provides on-air and online marketing services for dozens of local for-profit, nonprofit, governmental, and political clients.

To improve our community and the lives of community members, Matt has volunteered with organizations Basic Rights Oregon, SOLVE, and the Oregon League of Conservation Voters (OLCV). He has served as chapter coordinator for MoveOn.org advocating for clean energy jobs; he has registered thousands of Lane County voters; and he is an active member of Eugene's theatre community (Shakespeare in the Park and the Very Little Theater).

**Please share with us your primary reason for running in this election and what impact you would like to make in the community.**

I love the City of Eugene. For two terms I have served as a Board Member at Lane Community College Board of Education working to keep tuition affordable and protect programs like Early Childhood Education, Medical Office Assistant, Engineering, Welding, and Theater Arts.

With Betty Taylor's retirement, I am stepping up and pouring my energy and experience into actionable solutions around Affordable Housing, Reducing our Carbon Footprint, and investing in Mental Health Services.

I am a firm believer in stakeholder engagement and shared governance. I will be a city councilor that is communicative, accessible, collaborative, and pragmatic.

**What individuals or organizations are either supporting your campaign, or are you seeking an endorsement from?**

**Individual Endorsements:**

Congressman Peter DeFazio  
Attorney General Ellen Rosenblum  
Sen. James I. Manning, Jr.  
Rep. Paul Holvey, Rep. Marty Wilde  
Lane County Commissioner Pete Sorenson  
Mayor Lucy Vinis  
Eugene City Councilors Chris Pryor, Claire Syrett, Jennifer Yeh, Alan Zelenka  
LCC Board Members Mike Eyster, Lisa Fragala, Chelsea Jennings, Melanie Muenzer, Rosie Pryor, Angela VanKrause  
4J Board Members Judy Newman, Martina Shabram, Mary Walston  
Hon. Brad Avakian, Hon. Phil Barnhart, Hon. Bill Bradbury

**Organizational Endorsements:**

Lane County Central Labor Chapter, Oregon AFL-CIO  
Lane Professional Firefighters, IAFF Local 851  
Eugene Police Employees' Association  
Pacific NW Regional Council of Carpenters  
IBEW Local 280  
Lane Community College Education Association  
LCCEF, AFT-Oregon Local 2417  
Oregon League of Conservation Voters (OLCV)  
Sierra Club Many Rivers Group  
Sunrise Eugene  
The Eugene Association of REALTORS  
Democratic Party of Lane County (DPLC)

## **Do you have a fundraising plan for your campaign?**

Yes, Matt engages in nightly call time. Because of novel coronavirus (COVID-19), we have had to alter our house party fundraising plan significantly. However, we are shifting to more robust digital engagement and 1:1 phone conversations.

## **If elected, what is your number one priority?**

The well-being of our community and members thereof. More specifically: Housing, economic stability, prosperity and public safety are paramount. Especially as uncertainty sets in over the global pandemic, it is imperative that our incoming City Councilor(s) work with Lane County, statewide, and Federal partners to ensure Eugene residents are allowed pathways to rebuild their businesses, remain in their homes, make payroll, and sustain their families.

## **What important leadership skill would you bring to the position and how would these skills be applicable to the business community.**

Relationships, relationships, relationships. Congressman Peter DeFazio says it best: "Matt Keating is an effective progressive advocate we can count on. Matt's leadership on the LCC Board and in the Democratic Party—along with his clear vision for housing and alternative transportation—will serve South Eugene well on the Eugene City Council."

*-Congressman Peter DeFazio*

My relationships with clients from my time at Cumulus Media, my relationships with business partners who have long supported LCC's effort to transform lives through learning, and my relationships with local, statewide, and federal elected officials will be wholly beneficial to the City of Eugene.

## **The business community in Eugene is critical to our community's long-term viability. How would you propose that you, as an elected official, work with the business community to ensure that fees, taxes, regulatory structures, tax incentives and service philosophy allow businesses to be successful?**

1. Roundtable discussions/regular stakeholder engagement/small business symposiums throughout my district will help inform and educate;
2. Revisit land use law to allow for mixed-use commercial/residential buildings along tier one transportation corridors. Building up, not out, provides affordable pathways to housing, keeps our dollars local through Community Benefits Agreements/Project Labor Agreements, and reduces our carbon footprint. My predecessor was a "No" vote for every municipal tax abatement, I am far more pragmatic and pliable if there's an affordable housing component attached;
3. In regards to response to the current pandemic, it is imperative that our local elected officials advocate with State of Oregon partners and the Federal Government to get resources to small businesses who are struggling to stay alive.

**How would you involve the business community in a discussion about the future of our community?**

As mentioned, engaging in roundtable discussions and regular stakeholder/small business symposiums throughout my district will help inform and educate. I look forward to partnering with local business leaders via telephone town halls and -- once we're out of the woods with the current pandemic -- in-person meet-n-greet Small Business Symposiums. Especially at this juncture in history, these collaborative conversations are critical.

**What strategies would you support to control government spending to lessen the need to increase taxes, fees or other charges.**

I do not pretend to have all the answers, especially as we see rampant uncertainty with novel coronavirus (COVID-19), I would welcome feedback and ask questions ad nauseum. From feedback I have gleaned from restaurant industry partners there's a sense of over-regulating code and nickel-and-diming small business owners. Streamlining processes, reducing building fees, and shelving red-tape barriers without sacrificing safety and public good may help stimulate growth at a time when it is needed most.

**As a member of an elected body, how would you work with your colleagues to build relationships and build consensus for your ideas?**

The same way I have on the LCC Board of Education: Build trust and credibility by breaking bread and breaking down barriers. Finding common ground with my colleagues is key and I trust there's not a single member of the Eugene City Council whom I do not have a positive relationship and rapport with.

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**Please return completed questionnaire to:**  
Tiffany Edwards, Director of Business Advocacy  
Email: [TiffanyE@EugeneChamber.com](mailto:TiffanyE@EugeneChamber.com)  
Fax: 541-484-4942  
Phone: 541-242-2352