

I'm Dawn Murdock and I'm running for PVE City Council.

Residents need a Council committed to working together to solve issues effectively and with resident and staff input.

- Voters overwhelmingly want to keep our police.
- This requires leaders who will solve our financial problems with transparency and without perpetual tax stacking.
- The Pension Ad Hoc Committee's solutions, jointly developed by residents and employees, contribute to maintaining the City's police force while stabilizing costs.

With 17 years as a strategy & business operations consultant, I bring strong fiscal acumen, problem solving, and collaboration skills to the Council.

- I listen to *all* residents respectfully, build bridges, and seek to bring our community together.
- I will work collaboratively with staff and residents to seek the best trade offs - to build the best solutions *for PVE*.
- I am a long-time resident and mother of four with a BS in Chemical Engineering from Stanford and a UCLA MBA.

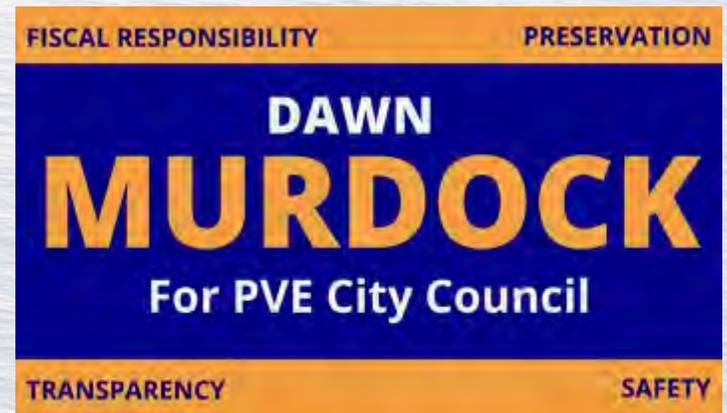
**LET'S KEEP OUR POLICE AND
SOLVE OUR FINANCIAL PROBLEMS.**

I want to hear from residents - where do you stand?

Join me on November 3, 2020.

Learn more at www.Dawn4PVE.com

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HOW DO WE FIX OUR FINANCIAL ISSUES?

REDUCE COSTS:

- Finish operational reviews
- Modernize and use automated solutions
- Contract where it makes sense
- Manage pension obligations

SEEK NEW REVENUE:

- Create an ad-hoc committee to evaluate revenue options
- Engage residents, staff, and experts to contribute ideas
- Explore new concession service offerings

COLLABORATIVELY SOLVE PROBLEMS:

- Bring all stakeholders to the table
- Identify trade-offs
- Listen to and address employees' concerns
- Give residents a voice

IMPLEMENT SOLUTIONS:

- Complete the long-term strategic plan to provide direction for our City Manager and staff
- Build in metrics, accountability, and incentives
- Provide regular status updates to all stakeholders



As your council member, I will provide residents a voice to collaboratively identify the best balance of services and affordability. I will not run from our fiscal problems. No more surprises. Let's finally make our city sustainable.

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