



## **Jesus Carlos Urbanist Questionnaire 2025**

Tacoma Mayor

**What are your top three priorities to achieve in your term?**

Public Safety, Economic Development, Transparency

**How will you boost housing options, particularly for families of all incomes to live near where they work or study? How will you expand shelter, emergency housing, permanent supportive housing? How do you weigh community objections with housing goals for your jurisdiction, while encouraging engagement from neighbors?**

I'll expand housing options by streamlining zoning and permitting, and prioritizing affordable development near schools, jobs, and transit. We'll invest in proven models like low-barrier shelters and wraparound services to address homelessness, following the success of cities like Houston and Denver.

Tacoma suffers from underinvestment on two fronts: businesses struggle with petty crime and high insurance costs, while the lack of local enterprise limits access to good, prevailing-wage jobs. As a banker, I understand the hurdle rates investors face, and with smart, targeted planning, we can create housing that's both affordable and financially viable.



Community concerns are real, often rooted in damage from shelters placed without adequate support. We must ensure residents in need get services and hold bad actors accountable when they exploit the system. Growth should be responsible, safe, and focused on lifting entire neighborhoods.

**Do you support adding progressive revenue sources? Which ones would you support to fund your priorities? Or what cuts would you make to balance budgets facing increasing strain under Trump?**

Yes, I support adding progressive revenue sources to ensure those with the greatest means contribute their fair share to building a stronger Tacoma. I would explore tools like a high-end real estate transfer tax and vacancy fees on long-abandoned properties. Both of which can generate revenue while encouraging responsible development. These measures, in particular, can help move our city in the direction we want.

**What do you think is the most important strategy your jurisdiction can pursue to limit cost increases and make the region affordable to live in? How would you go about implementing that strategy?**

Tacoma is uniquely positioned in Washington to capitalize on shifting national business trends and grow its way out of current challenges. By supporting local entrepreneurs, particularly in maritime industries, trades, and manufacturing, we can create sustainable, well-paying jobs.



At the same time, I'll take a hard look at the city's budget line by line, cutting waste and making sure every dollar delivers results. As a financial professional and economist, I believe I'm uniquely positioned to make the tough fiscal decisions Tacoma needs, and just as importantly, to explain those actions to the public clearly.

**Traffic deaths are rising across Washington state, with pedestrians composing an increasing share statewide. What is your approach to making our streets safer for all users?**

My approach to making our streets safer begins with redesigning the most dangerous corridors, backed by data. This involves adding protected bike lanes, implementing roundabouts, improving crosswalks, and upgrading lighting and signage where needed most. I'll push for smarter traffic enforcement focused on dangerous driving and prioritize data-driven solutions and community input to make sure every neighborhood sees progress.

**What is your approach to improving public safety over the next five years? How will you actualize it?**

Partnership and Accountability. Law enforcement officers are the good guys, and this perception has been lost in the noise of national outrage, to the detriment of our city. I will build stronger ties between law enforcement, the Sheriff's Office, support organizations, and community leaders to create a coordinated response that protects both residents and businesses. To gain and maintain trust, I'll implement clear performance metrics for public safety agencies, hold regular public briefings



on progress, and make sure residents see where improvements are happening and where more work is needed.

**In what ways could your city's comprehensive plan go further, and what would you push for to improve it during your tenure?**

Tacoma's comprehensive plan outlines important goals, but it often stops short of addressing how we get there and, more importantly, who's accountable. I'd push to make the plan more actionable by tying long-term goals to measurable benchmarks, real timelines, clear budget alignment, and tied to signatures of supporters. We also need stronger focus on equitable growth: ensuring infrastructure investments reach underserved neighborhoods, expanding affordable housing near transit and jobs, and integrating public safety, climate resilience, and workforce development into every major planning decision. A plan is only as strong as its execution, and I plan on getting it done.

**What is your approach to finding common ground between slow growth advocates opposing change in their neighborhoods and pro-housing advocates pressing to meet broader community needs?**

**My approach is to start with honest dialogue and shared values. Most residents, whether slow-growth advocates or pro-housing voices, want safe and vibrant neighborhoods, strong schools, and economic opportunity. I will focus on practical solutions that respect community character while meeting our urgent need for more housing. That includes thoughtful design, improvements to infrastructure, and strong public safety, along with clear communication about**



**what is being built, where, and why. Growth does not have to mean displacement or disruption. It can mean stability, opportunity, and a stronger Tacoma for everyone.**

**Planned upcoming expansions to Sound Transit services will reshape the transportation and connectivity of the region. How would you, as mayor, support this regional effort to expand multi-modal transit? How will you foster a positive relationship between Sound Transit, local businesses, and residents?**

As mayor, I will fully support the expansion of Sound Transit services as a vital step toward building a more connected, accessible, and sustainable Tacoma. I will work closely with Sound Transit to ensure that station areas are thoughtfully integrated into neighborhoods, with strong pedestrian access, affordable housing, and small business support built into the planning process. My focus will be on early and ongoing engagement, making sure residents and business owners have a voice and that their needs shape the outcome. I hope to create a transit system that strengthens our economy, reduces congestion, and serves everyone in our city.