

DINA SHAW

Dear Fellow Members of the PCDO:

I have lived in Princeton with my family for 17 years, and have been deeply involved in our community on a personal and professional level. While holding various PTO presidencies and volunteering for local organizations, I built a business right out of my home, eventually expanding it to several office spaces and selling it last year to a multinational corporation.

My platform has three main points, crafted with the goal of sustaining and heightening the quality of life for everyone in Princeton:

Manage Economic Development - Princeton is experiencing a period of growth that calls for effective leadership and management.

- Strengthen Princeton University Partnerships: incentivize patronage of local businesses and employment of Princeton residents; expand public transit; improve parking.
- Thoughtful, comprehensive rollout of affordable housing that promotes a positive financial and environmental outcome for our community as a whole.
- Promote creative economic development to lower the residential tax burden.

Communication and Inclusivity - Important issues in our evolving town call for a “big tent” approach that invites everyone in our community to the table.

- Communicate plans, policies, and opportunities through diverse platforms and languages.
- Heightened transparency, accountability, and oversight.
- Promote racial and cultural literacy, inclusion, and diversity throughout all Princeton government departments, services and committees to better understand and serve everyone in our community.
- Streamline access to services provided by private, public, nonprofit, and grassroots organizations throughout Mercer County.
- Seek ways to increase civic engagement from all constituencies.

Support for Princeton Public Schools - Our school district is an essential part of our quality of life. Moving away from the tradition of operating in silos toward greater collaboration will only serve to strengthen our town.

- Amplify communication from Princeton Council regarding issues specifically important to Princeton Public Schools Families: planning and development, human services, policies, job opportunities, recreation, elections, and more.
- Strengthen engagement with Princeton’s youth in committees and services, including paid internships and job opportunities.
- Identify and champion synergies between municipal service providers throughout Mercer County to create efficiencies and budgetary savings.
- Approximately 12 percent of students in Princeton Public Schools qualify for free and reduced lunch and other services provided by our town. We need a specific advocate to support these students and their families.

My community service has included Presidencies of the PTOs at Littlebrook and John Witherspoon Middle School; the Princeton Community Democratic Organization; Princeton Council’s Economic Development Committee; a First VP for the Friends of the Princeton Public Library, and a proud member of Mercer County Moms Demand Action. I have also held board positions at the Jewish Center of Princeton where I grew membership by revamping outreach of new members.

I attended Cornell University, and have three children with my husband, Michael. To learn more about my candidacy or to contact me directly, find me at dinaforprinceton@gmail.com, [Facebook](#), or DinaforPrinceton.com.

Warmly,
Dina