

MARK FREDA

The next several years will bring significant decisions for our municipality: a renegotiation of our agreement with Princeton University, ensuring sustainable growth of our local economy, integrating public transportation systems, and most urgently, meeting our commitments on affordable housing. I am running for mayor of Princeton because I believe I have the experience, the commitment, and the relationships to achieve the best outcomes for all.

Above all, the processes we undertake must be transparent. It's this commitment to open government that informs my candidacy. I believe in sharing information with the entire community early on in any process; I believe that listening to the residents who will be affected by municipal decisions is not just important, it is essential. And I am committed to creating an environment where Princetonians are encouraged to speak up at public meetings to guide elected officials in making informed, enlightened decisions that affect us all. This attitude has served me as a leader in my professional life, and is the cornerstone of trusted government.

We face a common set of challenges with the state of New Jersey in the coming decade: rising taxes, economic stagnation, and looming climate change. But unlike many municipalities, we have local resources that can and should put Princeton in the forefront in tackling these issues. Expanded relationships with Princeton University, with Mercer County, and with the Princeton School Board will strengthen those institutions as well as the Municipality. An integrated transportation system joined with a plan for enlarging our commercial tax base will ensure a vibrant local economy. Underwriting these initiatives is our Climate Action Plan. The future will bring more change. Working together -- working together *openly* -- we can make that change serve the greatest public good.

My professional career has taken me to leadership positions with Goldman Sachs, Pfizer, the Borough of Princeton, Soros Fund Management and now a local non-profit. This valuable leadership experience will help me work with our Council members to build a culture that serves our community well, that gets things done, that looks to the future.

I'm a Princetonian, born and raised. And while that isn't a prerequisite for leading the town, I believe it provides me with the detailed institutional knowledge that will allow me to be a more effective community leader. I've spent my entire adult life in public service to Princeton in many capacities, and I'm most proud of my over 40 years as a volunteer in both the fire department and the first aid squad, the 13 years I served on the former Borough Council and being the chair of Transition Task Force.

I devote my time and energy to this town, because I feel a commitment to civic engagement to make Princeton a safe and livable town for all. As our current mayor serves out her final year, I believe the time is right for me to step up and take on this commitment and to work with our citizens and municipal staff to make a difference. I look forward to seeing all of you at the PCDO Endorsement Meeting and I invite you to reach out to me so that we can continue these productive conversations about the future of Princeton.

Sincerely,

Mark Freda