



C R A I G
BURROWS
F O R M A Y O R



Craig Burrows Announces Platform

at Hotel Arts June 15th 2010

Thank you. Today I want to share with you my passion to become your next Mayor. I want to speak to you about our future and would like to share with you a vision for a safe, vibrant city that is affordable and sustainable.

As your Mayor, I will work with our local agencies and businesses to promote our economic and tourism opportunities. When people around the world speak of Calgary, they will say three things:

- We are the energy capital of North America
- We are the home of the greatest outdoor show on Earth, the Calgary Stampede
- And we are the home of the National Training Centre for Canada's Olympic athletes

Calgary will be known as the city that drives the Canadian economy. We are an exciting place to live and we seek excellence in everything we do. We will be known as a city that has a high quality of living that will attract tourism, investment opportunities, and economic prosperity. It's a city of action.

Speaking of action, I believe transportation concerns will be a key priority for Calgarians in this municipal election. Calgarians have told me loud and clear that they want City Hall to continue to improve infrastructure and to do it right the first time. We will prioritize and manage construction projects in order to minimize the impact on today's roads. With this in mind, we need to focus on three key transportation projects for this new Council.

I believe that construction of the Airport Tunnel is an absolute necessity. Let me explain. Currently, the airport runways are positioned between Deerfoot and Barlow. This allows north-

south access to the airport via Deerfoot and Barlow. The Calgary Airport Authority is a quasi governmental body which is able to implement decisions independently from the City

of Calgary. They have decided that the Calgary International Airport requires a new runway and they plan to build the new runway east of Barlow Trail. The result is that Barlow Trail will be permanently closed effective April 2011 without any plan to maintain the present amount of access to the airport or to increase it. This is wrong to me. In fact, we need more east-west corridors in the northeast quadrant to move goods and people, not less.

If there is a business case for expanding our runways, surely an increase in transportation capacity should follow. Here is the problem: the City of Calgary has not worked well with the Airport Authority. Meaningful communication and consensus building has not occurred. Indeed, the Airport Authority is so fed up they are actually saying that it is too late to build a tunnel. They say that this existing Council had its chance and has done nothing, so they will plow ahead with the new runway.

The fact is it's not too late. No ground has been turned for the new runway. There is a good solution to this problem. It is a solution that people in northeast Calgary have been discussing and proposing for the last two years and it is a solution that is good for all Calgarians. The tunnel will allow Airport Trail to continue east under the new runway and ultimately connect Deerfoot with the Northeast Ring Road.

If the tunnel is not done before the construction of the runway, future costs will grow by four times and we cannot tolerate wasting hundreds of millions of your dollars because we won't do things right the first time.

But we will not stop at building a tunnel for the movement of vehicles and goods. To be a world class city, we need a LRT to the airport and we will extend the line to the airport by 2015.

Why would we choose the LRT to the airport? Consider this: the Airport is the third largest employment sector in the city and third largest international airport in Canada - welcoming more than 14 million visitors per year. It is crucial that YYC remains a readily accessible gateway to further travel, tourism and economic development for Calgarians and Alberta as a whole. Ottawa has supported major public transportation in Toronto, Montreal, and recently in Vancouver. It's time for Ottawa to invest in the city that actually drives Canada's economy. It is our time to ask for our fair share and the time is now.

Finally, we need a solution for the Southwest ring road. The people who live in the deep southwest have had enough. As the former member of Council who warned the Province and City Council about approving a casino before the ring road deal was reached, I am as frustrated as the people who live in the area. We need a better north – south corridor in this quadrant. I will begin to have open houses this summer to meet Calgarians and ask them about their thoughts. We will begin the process of a collaborative approach with the province to find a

solution and deliver a vital transportation corridor for the people who live in this area. And we will do this, right now.

We will continue to improve transportation networks in our city but it's not all about transportation. We need to create a safe and vibrant downtown. We will work with all stakeholders to improve a better experience. My suggestion is simple:

□ Create a test pilot for Friday and Saturday nights to have the LRT run 24 hours with a visible enforcement presence. This will encourage Calgarians to enjoy downtown and leave their cars at home

Establish taxi stands in specific areas of the downtown so people actually know where they are when they need them. For example, what if Stephen Avenue after 10pm was one large taxi stand? This will add greater convenience and access for people who choose not to drive

I see the East Village and the future Stampede redevelopment as a blank canvas that could be at the core of our future festivals and entertainment district. Imagine a district with art galleries, little blues and jazz clubs, improvs, and bistros to enjoy an evening of fun. What a great way to create an eclectic environment for artists to highlight the great talent that lives in Calgary.

But you can't be a vibrant city if you're not a safe city. As a former Police Commissioner, I made public safety my #1 priority. We introduced beat cops, the Bad Behaviour Bylaw, safety audits on the LRT and +15 networks to establish a visible presence to deter crime. As your Mayor, I will continue to make public safety a key priority at City Hall.

We have spoken about mobility. We have discussed safety and vibrancy. Let's talk about affordability and sustainability.

To be more affordable, to be more sustainable, we need to be realistic. You can talk all you want about a plan but if it can't be executed, it's useless. If the previous land use policy was not sustainable, Plan It is not affordable. It's a policy that reduces choice and artificially inflates housing costs.

In fact our own Council of 15 people and the administration that put Plan It together drive to work, live in single family homes, have free parking and private parking stalls but is recommending the rest of us take public transit and live in multi-family housing.

City planners continue to use comparatives that are not comparable. We are not Vancouver, New York, Portland, or Paris.

I have a four point plan that balances affordability and sustainability. We will implement in the first 100 days of office a plan to encourage a better process which will help drive down costs and encourage redevelopment in existing communities:

Remove Members of Council and administration from the Planning Commission and the SDAB. I want a peer review of applications. Political views will be held in Council Chambers.

We will enshrine entitlement rights to land. The debate regarding multi-family units and high rise development will be done at Council's Public Hearing, not 3 or 4 years later at the permit process. Entitlement rights are key to affordability and redeveloping the inner city

Give professional engineers and architects the authority and responsibility for their work and eliminate the red tape that delays development and artificially increases costs

We will honour our word and more importantly, our contracts. The key to urban sprawl is to be a leader in the Calgary region, not the bully. It is in our own sustainable interest to provide water, sewer, and transportation to our regional partners as long as they believe in sustainable growth. To show my support of a new way of doing business at City Hall, we will connect Elbow Valley West to our new \$400m treatment plant rather than have them transport their effluent down our streets to the plant. We will honour our contract that was made many years ago.

In speaking about not honoring contracts or lack of effective policies at City Hall; let's talk about improving accountability and accessibility. Over the last few weeks, we have clearly seen the lack of oversight at City Hall. As the former Chair of Audit, I am disappointed in what has happened over the last three years especially with all of the hard work that our committee did to improve

corporate governance and risk management. As Chair in 2006, I saw that the city was ramping up for its largest capital spend in history and it is in times of excess that we need to be vigilant about Board governance. It is sheer dumb luck that our pockets were not picked as Council literally left the cash register open and walked away.

I hold mayoralty candidates who sit on Audit to a higher level of scrutiny. There is a big step from ward alderman to Mayor. I ask them two questions, were you accomplices that knew what was going on and you didn't care or were you unqualified to ask the right questions? Either way, not the kind of leadership that Calgarians are looking for in their next Mayor.

Currently, there are too many decisions being made by Council behind closed doors. As Mayor, I will open up City Hall in three major ways:

Job One will be to create an independent task force of respected volunteer business leaders who will head up the external audit investigation on this Audit fiasco. We will open the books and start at ground zero. I want the report to be unfettered by the Mayor's Office, City Council, and the City Manager's Office. We will learn from this and City Hall will take its lumps and we will publicly disclose warts and all

Every time this Council has a problem, it looks at the revenue side of the ledger. We as a Council need to look at our expenditures and current asset allocation. We will create an independent task force to review key city assets to ensure value for money. We will conduct value audits on Enmax, Calgary Parking Authority, and the Corporate Properties Department. Enmax alone represents 1/3 of the City's growing debt. Why are taxpayers at risk of subordinating private business debts?

So why do we have a spending problem at City Hall? I believe there are 3 main reasons:

Political will – we have members of Council who can't say no or have no solutions

Corporate Governance – Council sifts through the minutia and lets administration deal with the big picture. It should be the other way around. A perfect example is snow clearing. We had thousands of people at risk of no emergency services while Council took weeks to decide if a Chinook would take care of the problem. This is unacceptable.

Budget Process – Members of Council need to be vigilant throughout the year not just at budget talks. Members of Council need to start acting like a Board of Directors. We will create a business like atmosphere by holding quarterly budget meetings to review financials. We will then send out with the people's utility bill a quarterly update on the budget so all Calgarians will see actual and projected numbers. This is how you keep to a 3 year business plan and inform Calgarians of how their money is being spent

To be more accessible, as Mayor, I will visit each ward twice a year so the ward alderman and I can meet with our constituents. We will meet prior to budget and mid season to get valuable feedback from Calgarians. I never, ever want to lose touch with the people I serve. We will take City Hall to the Community Halls of Calgary. I will work with ward alderman to help solve the local issues. Issues that appear to be across the city will become city priorities.

We will achieve a more transparent and open City Hall by offering Calgarians the 3Cs of leadership: communicating, consensus, and commitment.

We will lead through open communication. We will be respectful of each others' opinions; not only with other Members of Council but for the people we serve.

We will build consensus through understanding the needs of each community. We will build a plan that puts the long term needs for all Calgarians as our top priority.

Once we have openly communicated, once we have built a plan through consensus, we will be committed to action.

I believe I can offer Calgarians the best of both worlds: I served two terms on Council and I have a track record at City Hall of finding solutions, bringing them to Council, and getting things done. My last three years in corporate finance has given me a strong background in financing. It has given me the opportunity to be creative and innovative during the financial crisis of the last two years. Let me give you an example of a fresh idea that I learned in doing business with a company based in Hong Kong. As Mayor, I plan to introduce to Calgary the Smart Card; a prepaid card that you can buy at retail outlets across Calgary and reload on line. This card will allow access to all city services like transit, parking, and recreation facilities. It's secure, convenient, and it's quick. Instead of different Business Units building their own IT empires, we can consolidate into one business unit reducing duplication of internal services. We will save costs and better yet, we will provide superior service to our customers. This card will generate millions of dollars in cash flow. We will take this cash flow and eliminate the \$3 fee at the Transit Park 'n Rides.

More than ever we need a Mayor that can bring fresh innovative ideas while understanding the complexity of working within City Hall.

My fellow Calgarians, we are at a cross roads. This election should be about ideas, not ideology. We can choose blame, we can choose anger, and we can choose intolerance.

Or we can choose hope. Hope in knowing that we have the ``know how and can do attitude`` that we together can turn today's challenges into tomorrow's opportunities.

We can choose energy; a positive vibe that comes from the confidence in living in the greatest city to live, work, and play.

We can choose to live in a city that is safe, vibrant, affordable, and sustainable for all Calgarians. That is the city that I want to be a part of; that is a city I want to lead; that is why I am asking for your support.

I will work each and every day to earn your respect, earn your trust, and on October 18, earn your vote.

Thank you for coming and our journey begins – RIGHT NOW!

Craig Burrows For Mayor of Calgary

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About Craig Burrows and the Craig For Calgary 2010 Mayoral Campaign:

Craig Burrows has acted as VP of a private equity firm since 2008, Calgary's Ward 6 alderman from 2001-2007, chair of the City Audit Committee from 2002-2007 and Calgary Police Commission member from 2001-2007. He has served as a volunteer for the Calgary Chamber of Commerce – Transportation & Logistics Committee, is

chair of ME/FM Society of Alberta and in 2005 was awarded the Alberta Centennial Medal in recognition of his outstanding service to the province. Craig is seeking election as Calgary's 36th mayor on October 18, 2010.



Bringing City Hall to your Community Hall