

# Jim Reed

Scotts Valley is an exceptional place to live, work and raise a family. I believe my listening skills, common sense and collaborative temperament have played a meaningful role in our success. I'm proud of voting against unnecessary spending more than any other Councilmember while also leading local tax measures when necessary, and my proven willingness to vote against bad development projects. I'm especially proud of championing our schools through city support, volunteering in the classroom, chairing school fundraising auctions and leading efforts for higher teacher pay.

Especially in today's tough times, I also know Scotts Valley can be better, and has to work smarter. We lack a transparent process to set policy priorities; aren't sufficiently focused on meaningful goals or measuring service; aren't engaging enough with the public; meet too often during the workday when community members can't attend; aren't doing enough for affordable housing for teachers, cops and our kids; aren't prioritizing police pay to be equitable with other county jurisdictions.

My 25-year wife Lea and I have four kids, all products of Scotts Valley public schools. We cherish living here, and know Scotts Valley can be better. I hope to earn your vote and would love to talk: [jimreedsv@gmail.com](mailto:jimreedsv@gmail.com), mobile [831-707-4993](tel:831-707-4993), [www.joinjimreed.com](http://www.joinjimreed.com)

200 words

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