



2011 City Council Candidate Questionnaire

Name of the Candidate: Randi Shade

Mailing address: PO Box 301479, Austin TX 78703 (campaign)

Phone number: 512-974-2255 (work)

Fax number: N/A

E-mail address: info@randishade.com

Place sought: Place 3

Date of interview: March 7
(For ABoR staff)

Question 1. Please tell the interview panel about your background and involvement in the community.

Since 2008, I have served Austin as our Place 3 council member. During this time, I served as Chair of the City Council's Public Health and Human Services Committee, and also served on the Audit and Finance Committee, Emerging Technology and Telecommunications Committee, and the Minority-Owned and Women-Owned Business Enterprise and Small Business Committee. I have also served as the City Council's representative on the board of directors for the Pecan Street Project and as a member of the Community Action Network Resource Council.

Prior to serving on the City Council, I spent two decades in the public, private, and non-profit sectors. I served as Executive Director of the Austin Entrepreneurs Foundation, and as CEO of Charitygift, an Internet company I founded in 1999 and sold to a publicly traded company in 2005. My career in public service includes four years in the Governor's office (1992-1996) as the founding Executive Director of the Texas Commission on Volunteerism & Community Service, during which time I launched and managed the AmeriCorps program statewide. Under my leadership Texas was awarded more money than any other state (\$55 million). I also worked as a fundraising coordinator on the successful 1990 Ann Richards campaign, and have previously worked for City Year, Teach for America, and Procter & Gamble. I am a graduate of Plan II Honors at the

Austin Board of REALTORS®
2011 City Council Candidate Questionnaire

University of Texas, where I also served as Student Government president. I later earned my MBA from Harvard Business School.

I have always been active in the community as a volunteer, and have served on the boards of the Association of Women in Technology – Austin, Austin Clean Energy Initiative, Austin Entrepreneurs Foundation, Central Texas Better Business Bureau, Foundation for Women’s Resources Committee of the Board, Greater Austin Chamber of Commerce, Leadership Austin, OneStar Foundation, PeopleFund, Sigma Delta Tau Sorority’s Texas Education Foundation, TexChange, Texas Hillel Foundation, UT Commission on 125, and the Volunteer Center (now Hands on Central Texas). My partner, Kayla Shell, an attorney and Dell executive, and I live in the Clarksville neighborhood and are the proud parents of Ethan, age 4, and Emme, age 2.

Question 2. What are your views on private property rights, and what will you do as an elected official to protect private property rights?

There are times when there is a tension between protecting property rights and meeting community-wide needs, but the rights of property owners must be protected. Exceptions should not even be considered without broad community input and a clear and compelling community benefit demonstrated. I have an excellent track record for working with property owners during my tenure on the Council, and have been especially involved with issues involving homeowners constrained by City policies.

Question 3. How will you as a City Council member keep the costs of housing affordable for **middle-income** residents in Austin?

To keep housing affordable for middle-income residents, I will continue my efforts to minimize costs associated with development, re-modeling, and code compliance. I will also continue supporting projects that provide greater variety of housing options especially for families.

Question 4. What will you do as an elected official to keep taxes, fees and utility rates affordable for homeowners?

The property tax burden is the most pressing concern for homeowners, and I do whatever I can to lower the City’s portion of that tax burden without compromising the quality of necessary services. The same goes for fees and utility rates.

Austin Board of REALTORS®
2011 City Council Candidate Questionnaire

Question 5. If elected, how will you work to improve water conservation and the energy efficiency of residential properties?

I support energy and water conservation efforts and have been deeply involved in several initiatives to explore new technology and resources to further promote the reduction of our carbon footprint. I was an early proponent of the City's Green Builder program and currently serve as a board member of the Pecan Street Project which is testing new smart grid technology in homes at Mueller. I supported ABoR's work on the energy audits and disclosures ordinance, and will continue to do so, and have been a strong proponent of the City's home repair program to help low-income home owners retrofit their homes while also reducing water and energy waste, something that reduces bills and helps our environment. I will also continue my work to ensure the recommendations of the Water Conservation Task force are implemented.

Question 6. What is your position on a "real estate transfer tax" as a means to fund city projects?

I am opposed to anything that increases the housing cost burdens of our citizens, so while I have not have not heard about a real estate transfer tax proposal, I am likely to be in opposition to something like this.

Question 7. What is your position on rental registration?

I have discussed this issue with your membership over the last year and am opposed to new fees that penalize responsible property owners and in turn increase rental rates without necessarily increasing the City's ability to punish code violations.

Question 8. What is your position on vacation rentals by owners (VRBOs) or short-term rentals (30 days or less)?

This is both a tax question and a zoning question. Our Hotel Occupancy Tax returns around \$40 million per year to the City. The City Auditor has estimated that somewhere between \$100,000 to \$400,000 goes unreported by many of the Vacation Rental By Owner houses, or "Short Term Residential."

From a tax perspective, I would support better education and outreach efforts to owners who are not aware of their reporting and tax payment requirements and would like to see that process made as easy and hassle free as possible.

From a zoning land use perspective, I would support neither the creation of policies or land use codes that restrict a property owner's ability to rent out

Austin Board of REALTORS®
2011 City Council Candidate Questionnaire

residential properties for short amounts of time, nor the creation of regulations which are intrusive or difficult to enforce. I would not support altering the City's land use code to declare these units "hotels" and cause them to be unable to continue operating in single family neighborhoods. I would, however, be willing to support some form of VRBO 24/7 contact database perhaps in conjunction with our existing 311 service, in case of emergencies and repeated complaints about VBRO properties that do not operate as good neighbors.

Short Term Residential units can provide a great resource for visiting family and friends of people living in neighborhoods, and they seem to be a good option for local residents to generate extra income while supporting Austin's live music scene and other segments our local economy. Property owners that rent their properties, whether for a long or short term, should be respectful of their neighbors. Property owners who are negatively impacted by neighbors who are not respectful should have an effective and easy method of recourse.

Question 9. Would you support a sign ordinance amendment that allows directional real estate signs to be placed on multiple private properties (not in the right of way) to promote the sale of one property in a community?

I do not know enough about this issue at the moment to comment and would like to hear more about it from your membership.

Question 10. Please describe your top three priorities for the city.

As I seek a second term on the City Council, my priorities remain the same as they were in 2008 -- ensuring responsible growth, fighting poverty, and delivering reliable, affordable city services so that citizens can enjoy clean and safe neighborhoods city-wide.

Question 11. If re- elected, how will you employ the Austin Board of REALTORS® as a resource to accomplish your or Council's priorities?

My door is always open at City Hall, so any member of ABOR or any individual realtor is welcome to contact me with questions and concerns about Austin – whether related to real estate, or anything else! I will continue to seek input from ABOR before making important decisions that affect home ownership in Austin. Austin is lucky to enjoy a real estate market that has not suffered as much as other cities and I want to make sure we keep it that way.

Question 12. What are your chances of winning the election? In addition, which Austin organizations and neighborhoods support your candidacy?

**Austin Board of REALTORS®
2011 City Council Candidate Questionnaire**

I hope they are good! Currently, I have two opponents. The *Austin American-Statesman* said in a recent profile of my challengers that both “lack the money or name recognition necessary to pose a serious threat this late in the race.” I led all candidates and incumbents in fundraising on the January 15th reports, and have already released over 500 public supporters on my campaign website, www.RandiShade.com. I am confident the strong support I enjoyed during my first campaign – when I beat an incumbent with 64% of the vote – will carry over to 2011 as well.

I have received the endorsement of the Austin Police Association and the Central Labor Council. No other groups have endorsed as of this date.

Question 13. If you receive the endorsement of the Austin Board of REALTORS®, will you accept a contribution from our Political Action Committee?

Yes. I will also gladly accept contributions from individual members, and would encourage members to display my yard signs at their homes and businesses.

Question 14. Is there anything you wish to add or address that we did not cover?

I cast the deciding vote to go forward with the construction of Water Treatment Plant 4, and I am the only candidate running in this election cycle who supports WTP4. I expect opponents of WTP4 to work very hard to make my support of the plant a campaign issue.