#### INTRODUCTION

What is your name as it will appear on the ballot? Rue Landau

What office are you seeking? City Council At-Large

Campaign Committee Name & Address: Rue for Philly / PO Box 63785, Philadelphia PA, 19147

Campaign Website Address: www.rueforphilly.com

Candidate Introduction:

Growing up my parents taught me that we all have a role to play in Tikkun Olam, a Jewish concept that means 'to heal the world.' To me, that meant doing everything in my power to fight for equity and justice for Philadelphia's most vulnerable communities. I started my career as an activist and housing organizer working on the frontlines in the fight for economic justice—demanding access to affordable housing in Kensington and organizing to provide social services during the early years of the HIV/AIDS epidemic as an active member of ACT UP, Kensington Welfare Rights Union (KWRU) and Women's Health Action and Mobilization (WHAM!). For more than a decade after, I worked as an attorney at Community Legal Services helping thousands of low-income renters in Philadelphia avoid eviction from their affordable housing. Through that work, I kept families together and successfully challenged government bureaucracies, including the Philadelphia Housing Authority and the Department of Licenses and Inspections.

Later, I served as the director of both the Philadelphia Commission on Human Relations (PCHR) and the Fair Housing Commission (FHC), the city's civil rights and housing enforcement agencies. During my 12-year tenure, I helped transform the agencies into national models for government and community engagement, social justice, and equitable opportunity. I also oversaw community relations initiatives to combat hate and bias and to bring communities together, to prevent conflict and promote understanding. This work was particularly important, after the 2016 election, when Philadelphia saw a significant rise in hate crimes and bias incidents against communities of

color, particularly BIPOC, immigrants and refugees, and the LGBTQ+community.

Philadelphia is facing significant challenges right now. I'm running for City Council atlarge because I know that with the right leadership, we can overcome these challenges. We need someone with vision, a proven track record, and strong relationships, to get things done. I believe every person in our city deserves the best we have to offer. It's out there for us if we do the work------, and I've spent my entire career doing the work. It's why we need to elect new leaders like me who will be able to get to work - with and for - all of our communities on day one. I have a clear path to victory, and I am running a strong campaign that is garnering serious support and resources to communicate directly with voters across the City.

My campaign centers on creating a better Philadelphia. I have spent my entire career fighting for justice and equity for Philadelphia's most vulnerable residents. I believe I am uniquely qualified to help solve our most pressing issues like the lingering effects of the pandemic, deepening poverty, a worsening housing crisis, a broken education system, and unrelenting gun violence. We need someone with vision, a proven track record, and strong relationships, to get things done. I'm running for City Council at-large because I know we can overcome these challenges. On the campaign trail, I will emphasize and champion the following issues: 1) Prioritize community solutions to gun violence by utilizing proven methods from other jurisdictions that focus on targeted positive interventions; scaling up community policing and de-escalation training; encouraging positive police-community relations; 2) Increase investments in neighborhoods, including public school facilities, rec centers, libraries, and community spaces; with a particular focus on historically dis-or underinvested neighborhoods; and 3) Improve affordable housing opportunities and sustainably refurbish existing stock.

Finally, while certain gains for the LGBTQ+ community have been made nationally and locally in recent years, our community is under a new wave of attacks and there is still much more work to do. If elected, I would be the first openly LGBTQ+ member of City Council. My wife and I are proud parents of a Philadelphia public school student. I believe at this moment it is important that LGBTQ+ Philadelphians have a vocal leader from within the community who has the track record and relationships within the community to give voice to our unique issues on Council.

#### **ROADWAY SAFETY**



For 5th Square's positions on these issues see: <a href="https://www.5thsq.org/2023">https://www.5thsq.org/2023</a> issues

#### Short Response:

1 (a). Will you commit to reducing Philadelphia's annual traffic deaths in half by 2026?

Yes

No

Other:

1 (b). Do you support redesigning Philadelphia's most dangerous roadways if this means eliminating travel lanes for automobiles and parking spaces?

Yes

No

Other:

1 (c). Daylighting is a pedestrian safety measure achieved by replacing curb parking spaces near an intersection with flexible posts, planters, or bollards – increasing

visibility for pedestrians and drivers. Do you support daylighting more intersections in Philadelphia if this means removing parking spaces?

4 (b). Do you support expanding speed camera enforcement to more high-crash corridors across Philadelphia?

Yes

No

Other:

Use this space if you'd like to elaborate on any of the above short response questions:

#### **ROADWAY SAFETY**

For 5th Square's positions on these issues see: <a href="https://www.5thsq.org/2023\_issues">https://www.5thsq.org/2023\_issues</a>

Long Response:

5. Despite the city taking a Vision Zero pledge to reduce traffic deaths to zero by 2030, more than 120 people died on city streets in 2022. What will you do to significantly lower the rates of traffic deaths in Philadelphia?

We must work to make Vision Zero a reality. As a member of City Council, I will advocate for increased funding to Vision Zero-related projects in the budget. Our commitment to Vision Zero is only as real as the amount of resources we are willing to put toward it. Traffic accidents and deaths disproportionately affect Black and brown communities in our city - this is unacceptable. Communities need more funding – which I will advocate for on Council – to create daylight intersections, protected bike lanes, and speed cushions. This is also why I have committed to working with the Controller's Office to create an Equity Index to identify the areas of our city that do not have adequate services and then root out this inequality.

# 6. Many curb cuts, crosswalks, bus stops, and sidewalks across Philadelphia are routinely blocked by illegally-parked vehicles. How will you address this specific problem?

Blocked crosswalks, bus stops, and sidewalks are dangerous for pedestrians, cyclists, and motorists, and illegal. It makes Philadelphia inaccessible for all of us, but especially people with disabilities. As your City Councilperson, I would work with PPA to begin enforcing these infractions as we do with other parking infractions so that all Philadelphians regardless of Zip Code can travel freely and without hindrance. This could include an expansion of the Authority's Bicycle Patrol Program to target these infractions. Further, I'd support citizens reporting illegally-parked vehicles, and the aforementioned expansion of daylight intersections city-wide which would prevent this particular illegal parking.

## 7. What is your plan to ensure the city's sidewalks are safe and usable for all pedestrians, including people with disabilities and families with strollers?

As the Executive Director of the Philadelphia Commission on Human Relations (PCHR), I enforced the anti-discrimination laws that included protecting people with disabilities. I also fought alongside disability activists and advocates to ensure that our streets and sidewalks are accessible and ADA compliant, in accordance with existing law. Philadelphia is responsible to ensure our streets and curb cuts are safe and ADA compliant. The city must do better when repairing the streets and updating the curb cuts, including repaving the streets quickly after milling, so that they are accessible for people with disabilities, cyclists, and pedestrians, especially the elderly. In addition, during construction and road repairs, Philadelphia must enforce the law requiring multiple crosswalks to remain accessible.

In Philadelphia, sidewalk repairs in residential areas are the obligation of the homeowners, and therefore the quality of sidewalks can change depending on the socioeconomic status of the neighborhood. In practice, this means wealthy areas have

better maintained sidewalks, leaving those with disabilities or mobility issues in poorer communities in difficult positions. City government must establish clear standards for adequate sidewalk conditions. In addition, the City should allocate funding, and prioritize it for traditionally under or dis-invested areas that lack the resources to repair sidewalks. I am open to the idea of establishing a grant program as is outlined on the 5th Square issues page.

#### **PUBLIC SPACE**



For 5th Square's positions on these issues see: https://www.5thsq.org/2023\_issues

#### Short Response:

#### **TRANSIT**

1. Will you support an expansion of the current municipal street sweeping program, even if it means non-compliant motorists may receive parking violations or have their vehicles towed?

Yes

No

Other:

2. Do you support easing regulations on outdoor dining streeteries and facilitating more parklets and pedestrian plazas even if this means eliminating space for parking?



No

Other:

Use this space if you'd like to elaborate on any of the above short response questions:

#### **PUBLIC SPACE**

For 5th Square's positions on these issues see: https://www.5thsq.org/2023\_issues

Long Response:

3. Place-based interventions like greening vacant lots, repairing abandoned homes, and planting street trees in Philadelphia is linked to a reduction in violent crime, a decrease in illegal dumping, and lower rates of depression among residents. How will your office work to accomplish these place-based interventions in historically-disinvested neighborhoods?

"Cleaning and greening" our neighborhoods can lead to improved public safety, public health and even economic outcomes. Genuine community safety and pride means providing a clean and safe environment along with an infrastructure of city and social services that allows folks to thrive while also decreasing the number of shootings. As I previously explained, I am supportive of creating an Equity Index, either with the Controller's Office or via City Council to identify and address areas that are in need of this investment. Again, much of this goes back to funding and prioritizing funding. In some ways, I look at "cleaning and greening" as the "low hanging fruit" of our approach to addressing public safety. It is a solution that has been in front of us for years through studies but which has not been prioritized properly via funding and action from City Hall. I will make it a priority. We know the neighborhoods experiencing the most crime, and those neighborhoods have the most need of real investments like this. I am open to learning more about how to best ensure these investments have measurable outcomes – whether through an Equity Index or some other means.

4. Philadelphia's public spaces suffer from two main types of improper waste disposal: littering and illegal dumping. For decades, the City's reduction and removal efforts have been woefully inadequate. What would you do to solve this issue?

On City Council, I would support investing in more trash receptacles city-wide with low-cost wire baskets, and an increase in funding to ensure these are maintained. Too often, the issue with littering is a lack of access to a trashcan nearby. This doesn't have to be the case, especially in high-foot traffic areas. I support expanding street cleaning/sweeping, and I'd be open to exploring new forms of trash collection containers. Regarding illegal dumping, I would support

any policy that helps to address dumping – including cameras near high-dumping, non-residential areas, but also better funding for departments that enforce illegal dumping laws. I am open to revisit our illegal dumping laws to see if we can strengthen them, including the penalties.

5. The city has struggled to staff and adequately fund city services, which has resulted in reduced hours at libraries, pools, and recreation centers. How would you ensure consistent and convenient hours for these facilities?

Philadelphia is in a staffing crisis, we have too many vacancies in city services. Without proper staffing, we simply cannot provide the adequate and timely services that our city deserves. To combat this, our city needs a permanent HR Director who would oversee hiring, training, and management of the city workforce. We must modernize our recruitment and retention efforts including streamlining our hiring and promotion practices, which are currently cumbersome and inflexible. Philadelphia is a world class city and we already have extremely talented workers, we must build on this and create an environment in City government that attracts this talent. I support removing barriers to employment and promotion, such as eliminating the requirement of a 4-year college degree. My goal is to open the libraries and rec centers seven days a week and to expand the variety of services and programming.

#### TRANSPORTATION & TRANSIT



For 5th Square's positions on these issues see: https://www.5thsq.org/2023 issues Short Response: 1. Do you support the City of Philadelphia enrolling all municipal employees into the SEPTA Key Advantage program? Yes No Other: 2. Do you support the City establishing a fare discount program for low-income riders? Yes No Other: 3. Do you support congestion pricing - a toll for vehicles entering Center City and University City during peak travel times - with funding used for improving public transportation? Yes No Other: 4. Do you support increasing the cost of monthly residential parking permits and using the funds for improving public transportation? Yes No Other: 5 (a). Do you support expanding bus-only lanes throughout Philadelphia, even if this means removing a lane of travel for personal vehicles or parking?

Yes

No	
Other:	
5 (b). Do you support using camera technology to enforce bus-only lanes and bus stops by ticketing violators?	
Yes	
No	
Other: I would phase in any camera technology slowly. I would inform motorists of the law and impending new cameras with a robust outreach and media campaign. As the poorest large city in America, we do not want to saddle people with tickets unless absolutely necessary.	S
6. Will you advocate for increasing local transit funding to SEPTA?	
Yes No	
Other:	
7. Do you support a subway/metro line for Roosevelt Blvd?	
Yes No Other:	
8. The City of Denver launched a popular e-bike rebate program in an effort to reduce vehicle miles traveled. The rebate program offered \$1,200 for income-qualified residents and \$400 for everyone else for e-bike purchases. Do you support a similar program here in Philadelphia?	fo
<mark>Yes</mark>	
No	
Other:	
9. Do you support micro-mobility initiatives such as scooter share programs for Philadelphia	?
Yes, at the minimum, in certain areas of the City.	

No

Other:

Use this space if you'd like to elaborate on any of the above short response questions:

Your answer

#### **TRANSPORTATION & TRANSIT**

For 5th Square's positions on these issues see: https://www.5thsq.org/2023 issues

Long Response:

10. What are your ideas for combating Philadelphia's problem with traffic congestion?

Congestion in Philadelphia has become much worse since I was a child, culminating in Philadelphia becoming rated the 4th worst city for congestion in America, according to the Inquirer. It should be noted that congestion makes trash collection and street sweeping much harder, increases the likelihood of traffic accidents, and, frankly, discourages people from even coming to our City.

This must be a priority for Council.

There are several solutions to combat congestion if we have a council that prioritizes it. For starters, I am supportive of funding and programming that will get more people biking, walking and using public transportation. That includes expanding the network of bike lanes, incentivizing public transportation with pass programs, and building bus-only lanes. We should also be developing and building with public transportation and bike/walking access in mind. That would include permitting housing near sources of transportation, and ensuring equitable access to transportation throughout the city. Finally, I am open to exploring the potential of e-bike and scooter programs that could ease congestion for short commutes in our city — provided that they are safely stored so as to not impede sidewalks and intersections for pedestrians.

11. What are your solutions to ensure SEPTA rebuilds its ridership post-pandemic?

Our goal should be to increase SEPTA ridership in conjunction with bicycling and walking beyond what these forms of transportation were pre-pandemic. In order to do this we need to improve safety, reliability, and cost of public transportation. To take on safety, I would propose increased funding for the SCOPE program to increase the number of social outreach workers and help the most vulnerable in our community get the help they need while making SEPTA safe for everyone. Staffing shortages have had a massive effect on SEPTA reliability. I am proud to stand with the Transit Workers Union in their fight for better wages and benefits because the Transit Workers are our greatest asset when it comes to making sure the trains run on time. SEPTA should be available to everyone in our city, regardless of your zip code. Transfer fees disproportionately affect low-income riders and contribute to inequity in SEPTA ridership. On City Council, I would move to end all transfer fees. To improve the cost of SEPTA for workers in our city, I would push to enroll all city employees in the SEPTA Key Advantage program and expand the SEPTA Key Advantage program to businesses in our city.

#### PERSONAL TRAVEL HABITS

1. How often do you ride a bicycle for transportation in the city?
Never
Yearly
Monthly
Weekly, but not in the winter
Daily
2. How often do you ride public transportation in the city?
Never
Yearly
Monthly
Weekly
Daily

3. How often do you travel by car in the city?

Never
Yearly
Monthly
Weekly
Daily
4. Will you commit to taking public transportation at least one week of each year while in office?
Yes The second of the second o
No

5. How do you typically commute to work? Describe your experience traveling in Philadelphia and what you would do to improve it.

Since I graduated from college, I have walked, taken SEPTA or biked to work every day. I understand most Philadelphians do not live within walking distance to work, so we must make efficient alternatives to driving readily available at very low cost. Biking in the city has gotten progressively more dangerous - I am much more hesitant to ride in Center City. We must make biking in the city safer, and we must expand the Indego program, so there are more docking stations in more neighborhoods throughout the city.

#### **HOUSING & LAND USE**

Other:



For 5th Square's positions on these issues see: <a href="https://www.5thsq.org/2023">https://www.5thsq.org/2023</a> issues

#### Short Response:

1. Do you support eliminating minimum parking requirements for all of Philadelphia's zoning categories?

Yes,

No

Other: In many instances, I would agree. However, every neighborhood and project is different and there is not one solution. I am committed to promoting alternatives to cars whenever possible.

2. Will you veto or vote against downzoning overlays?

Yes

No

Other: It's difficult to give a blanket answer to a hypothetical, but I am aware of and understand the ways downzoning has been used as a tool for segregation to restrict and reduce the supply of housing in a given neighborhood. I will work to reduce segregation and promote inclusive neighborhoods where everyone has equitable access to city services and amenities.

3. Do you support legalizing Single-Room Occupancy dwellings (SROs) in all multifamily and commercial zoning districts across Philadelphia?

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Other:

4. Will you support designating Transit-Oriented Development (TOD) overlays city-wide, allowing increased commercial and residential zoning density near all rail transit stations in Philadelphia?

Yes

No

Other: These designations will work great in some areas (and I'd be supportive of them), and in others may require consideration. I would be sure to listen to local communities to learn more about their priorities before offering a top down solution to their commercial or residential zoning needs.

5. Should our city government encourage the growth of Philadelphia's population back to 2 million residents?

Yes

No

Other: We should prioritize sustainable population growth and our city's economic growth and we need to ensure that these goals dovetail within our City's strategy around economic development. If elected to council, I would like to work with the Mayor and other Councilmembers, as well as relevant public and private sector stakeholders, to develop a growth strategy. I do not believe that there is currently a cohesive, comprehensive strategy under the current leadership, including the Mayor.

Two million people by 2040 is an ambitious goal, however I think City Hall should be thinking about that goal, and I would support setting it. Setting this goal must also take into account a commitment to carbon neutrality. To help achieve this goal, I would support investing in our infrastructure to increase access and availability of transportation to growing parts of the city, expanding sustainable as well as affordable/middle-class housing access and development to increase supply, and ensuring that the City is doing what it needs to in order to attract residents from other nearby cities who are looking for more affordable options. Finally, we need to fully fund and support our schools and educational programs so that families and college graduates stay in our city and have opportunities.

6.	Should	our	zoning	allow fo	r denser	housing in	n high-income	e, high-a	amenity	neighbor	hoods to
a	ccommo	date	more i	esident	s?						

Yes

No

Other:

Use this space if you'd like to elaborate on any of the above short response questions:

#### HOUSING & LAND USE

For 5th Square's positions on these issues see: https://www.5thsq.org/2023 issues

Long Response:

7. The affordability crisis hits renters harder than owners. Philadelphia Local Initiatives Support Corporation (LISC) estimates the city needs about 70,000 affordable rental units to meet demand. How will you address this affordable housing shortage?

Philadelphia is facing a housing crisis and has been for decades. I have spent my professional career working to keep low-income people in safe, affordable, and quality housing. I am in favor of increasing our housing and rental stock. Everyone deserves affordable, safe, quality housing. I would leverage my professional background in Council and get to work on a Housing Plan for Philadelphia that looks at our housing crisis holistically and offers solutions. Currently, affordable rental housing and homeownership are out of reach for too many Philadelphians.

To combat this, Philadelphia must create more affordable rental housing. I would focus City funding on "low-income" housing for our lowest income residents and work with various entities to create more "affordable housing" (as defined by HUD guidelines that sets our Area Median Income at \$60,000-\$72,000). Finally, we need additional rental units for moderate income Philadelphians to help stabilize rents.

I am generally in favor of Fifth Square's plan around affordability as listed out on the website.

Your answer

8. Record low housing supply has pushed up home prices, closing off the possibility of home ownership to many first-time homebuyers. The median home value in the

Philadelphia metropolitan area has reached \$320,000, increasing \$100,000 from 5 years ago. How can we keep neighborhoods affordable and sustainable as Philadelphia sees more growth and development?

Philadelphia is a city of many low-income homeowners, and often the most affordable housing option is the home they are in. Council needs to expand programs that allow people to remain in their homes from targeted property tax relief, increased access to subsidized home repair programs, to support for the foreclosure diversion and tangled titles programs. PA's new Whole Home Repair program will help many low-income homeowners make repairs and stay in their homes. We also need to expand our first time homebuyer assistance grants to make the homeowner dream accessible to more Philadelphians.

9. Philadelphia faces some serious headwinds from more residents and businesses considering leaving the city for the suburbs, more than at any point in the last two decades. What do you think must happen to ensure the region's economic recovery after the COVID-19 pandemic comes out in urban-Philadelphia's favor?

We need to ensure that our Department of Commerce is supporting entrepreneurs and small business owners, including ensuring City contracts are being given to minority, women and disabled-owned businesses so that it meets its goal of a 35% rate of participation from these groups. As a member of City Council, I'd also ensure that my office is working with local and national incubators for Black and brown entrepreneurs to bolster Black and brown businesses in Philadelphia.

We must invest in our neighborhoods, create a vibrant center city, and ensure public safety. A safe, walkable city, with top-notch public transportation will help to revitalize our city and bring back or support our businesses. We also must invest in our neighborhoods, so that our residents thrive. In that regard, we need to fully fund and support our schools and educational programs so that our students who graduate have ample opportunities to create a future for themselves in the communities they grew up in.

Your answer

#### CLOSING STATEMENT

Tell us more about what you bring to the table as an ally for urbanist politics in City Hall. Why should 5th Square endorse you over other candidates running for your position?

### What makes you the right person to advance the urbanist movement's goals politically at the local level?

I support 5th Square's urbanist vision because I believe Philadelphia has incredible potential to be the best, but we need leaders in City Hall who will put politics aside and prioritize getting Philadelphia back on its feet in the wake of the pandemic and positioning the City with forward-looking policies. I've spent my career as a bridge builder. That has meant bringing different, sometimes contrasting groups to the table in order to find solutions and common ground. I believe in Council I will be uniquely suited to leverage this skill to get things done and effectively legislate. In short, I think I'd be an effective advocate and legislator for many of 5th Square's goals for Council – including policies related to Vision Zero, increasing housing stock, increasing the use of public transportation and non-car transportation, improving our public spaces with investments and improving roadway safety.

I've spent my entire career fighting for social justice and equity for Philadelphia's most vulnerable communities. As a housing attorney at Community Legal Services, I represented thousands of tenants and their families to help them to remain in safe, affordable, quality housing. As the director of both the Philadelphia Commission on Human Relations (PCHR) and the Fair Housing Commission (FHC), the city's civil rights and housing enforcement agencies, I helped transform the agencies into national models for government and community engagement, social justice, and equitable opportunity. Working with City Council, I led initiatives to overhaul and expand the city's Fair Practices Ordinance and Fair Housing Ordinance, adding civil rights protections including wage equity, fair chance hiring for people with criminal records, reasonable accommodations for pregnant and breastfeeding women, and good cause eviction safeguards, among others. I also oversaw efforts to strengthen existing laws to create added protections for marginalized populations, including the LGBTQ+community. I also oversaw community relations initiatives to combat hate and bias and to bring communities together, to prevent conflict and promote understanding.

Based on my experience, I know I can deliver the kind of lasting, community-led change that gives everyone the opportunity to thrive. Philadelphia is an incredible city, and we have so much potential to be the best. I believe for Philly to solve our most pressing issues like the lingering effects of the pandemic, deepening poverty, a worsening housing crisis, a broken education system, and unrelenting gun violence, we need someone with vision, a proven track record, and strong relationships, to get things done. I'm running for City Council at-large because I know we can overcome these challenges. I believe every person in our city deserves the best we have to offer. It's out there for us if we do the work------, and I've spent my entire career doing the work.

Finally, If elected, I would be the first openly LGBTQ+ member of City Council. My wife and I are proud parents of a Philadelphia public school student. I believe at this moment it is important that LGBTQ+ Philadelphians have a vocal leader from within the community who has the track record and relationships within the community to give voice to our unique issues on Council.

Your answer

Come to our Candidate Meet & Greet Events

Thank you for taking the time to answer our questionnaire! Our membership is excited to learn more about your candidacy and work with you to build a more sustainable and equitable city for all Philadelphians.

Responses to our policy questions will be published on <u>our website</u> -- we will not publish contact info and financial data. If you would like us to include a photo with your response, please email it to us at 5thsq@5thsq.org

We invite all candidates who completed our questionnaire to our Candidate Meet & Greet Events:

- Thursday, March 2nd at 6:30 PM, at Buffalo Billiards in Old City
- Thursday, March 9th at 6:30 PM, at Attic Brewing in Germantown

DEADLINE: Wednesday, February 22nd, 2023 at 11:59 PM. Only candidates who answer our questionnaire will be eligible for endorsement.