

Murrieta — District 2

A candidate questionnaire was sent to every qualified candidate in this race. The responses below reflect only those received from the candidates listed.

POSITION QUESTION

RON HOLLIDAY

1. Residential Development

The City should approve new residential development at a pace that keeps up with projected growth demand, even when doing so requires higher densities than currently exist in surrounding neighborhoods.

Disagree

2. Commercial Development

The City should approve new commercial and retail development that meets existing zoning and code requirements, even when it adds traffic volume to surrounding streets.

Agree

3. Affordable Housing and RHNA Implementation

When implementing its state mandated housing element, the City should prioritize preserving commercial and business land over converting underused commercial sites to housing.

Strongly Agree

4. Zoning and Mixed Use Development

The City should adopt more flexible zoning to allow mixed use development in more areas of the city, including some currently single use zones.

Agree

5. Business Licensing and Permitting

The City should adopt tools such as AI-assisted review to standardize routine elements of its permitting processes, including business licensing, building, and planning approvals, so staff time is concentrated on the more complex or unique aspects of each application.

Strongly Agree

6. Business Fees and Regulatory Burden

The City should regularly look to reduce business fees and regulatory requirements on businesses.

Strongly Agree

7. Economic Development Incentives

The City should offer targeted incentives to encourage development of vacant or underused properties, even if it means forgoing some general fund revenue in the short term.

Strongly Agree

8. Small Business Support

If the City must choose where to direct limited economic development capacity, it should focus on reducing fees that apply to all businesses rather than funding small business grant or technical assistance programs.

Agree

9. Downtown and Corridor Revitalization

The City should prioritize public investment in revitalizing its downtown or main commercial corridor ahead of other capital projects.

Agree

10. Traffic Congestion

The City should prioritize improving City controlled roadways over waiting on regional or state freeway projects to relieve local congestion.

Strongly Agree

11. Transportation Infrastructure

The City should prioritize expanding and modernizing public transit options over expanding roadway capacity to address long term transportation needs.

Strongly Disagree

12. Parking Policy

The City should prioritize building new parking capacity for businesses over reducing parking requirements to encourage other modes of transportation.

Agree

13. Public Safety Budget Priorities

The City should prioritize increasing funding for police services over other general fund priorities.

Strongly Agree

14. Homelessness and Code Enforcement

The City should prioritize stronger code enforcement and encampment removal over expanding City funded homeless services.

Strongly Disagree

15. Public Private Partnerships

The City should rely more on public private partnerships to fund development projects rather than funding them entirely with public dollars.

Strongly Agree

16. Water and Utility Rate Advocacy

The City Council should formally advocate to independent water and utility agencies for rate changes to follow a predictable index, such as CPI, rather than periodic large adjustments.

Strongly Agree

17. Utility Infrastructure Investment

The City should support increased investment in local utility infrastructure to accommodate business growth, even if it means higher near term rates for existing ratepayers.

Agree

18. Renewable Energy Posture

City elected officials should prioritize working closely with utility/private sector partners to adopt clean energy programs and services, like electric vehicle (EV) charger deployment, in alignment with the state's clean energy goals.

Disagree

19. Environmental Regulations

The City should limit its local environmental requirements to those already imposed by state and federal law, rather than adopting stricter standards of its own.

Strongly Agree

20. Franchise Agreements and Local Contracts

The City should prioritize the lowest possible cost to residents and businesses when negotiating franchise agreements, such as waste hauling or landscaping, over other contract terms.

Strongly Agree

21. Local Hiring Practices

The City should require open competition among all qualified contractors on City funded construction projects, rather than hiring mandates or preferences that favor unionized contractors.

Strongly Agree

22. Project Labor Agreements

The City should not require a Project Labor Agreement (sometimes called a Community Benefit Agreement or Community Workforce Agreement) on City funded construction projects.

Agree

23. Workforce Development

The City should direct its workforce development efforts toward partnerships with individual employers rather than toward coordination with the county workforce development board and regional training providers.

Disagree

24. Local Business Tax and Fee Policy

The City should keep local business license tax rates as low as possible to encourage business formation, even if it means less discretionary revenue for the City.

Agree

25. City and Business Community Collaboration

The City government currently collaborates well with the local business community.

Strongly Agree

26. Budget Allocation Priorities

The City's economic development budget should prioritize retaining and supporting existing local businesses over recruiting new outside businesses.

Disagree