

## 2018 PA-PAC Questionnaire – City Council Appointment

Carl Rist  
809 Watts Street  
Durham, NC 27701  
[rist@frontier.com](mailto:rist@frontier.com)  
919-688-5969

### Government and the Public Good

1. Of all the issues confronting city government, which single issue is most important to you and why? What would you do about it if elected? *Please limit your answer to 300 words.*

*From my perspective, the single most important issue facing Durham and Durham's city government is growing inequality or the growing gap between rich and poor. Durham is home to a world-renowned private university, has a strong employer base, and is undergoing a dynamic downtown revitalization. Yet, while many in Durham are thriving, our community is also home to a large number of residents who are struggling to make ends meet. Across Durham County, the poverty rate is 17.1% (higher than the overall state rate of 16.4%) – that means almost 50,000 people live in poverty, including more than a quarter of all children, 22% of all African-Americans and 35% of Latinos. According to the NC Budget and Tax Center, the richest 5% of the county's households had an average income that was 29 times greater than that of the poorest fifth of households between 2011 to 2015.*

*I have worked to promote economic opportunity and to combat economic inequality for more than two decades, both in my professional life and as a volunteer with the People's Alliance. As the chair of PA's economic inequality team, I am proud of the work that our team and PA have done to advocate for living wages, tax progressivity, worker ownership and broad-based wealth accumulation. If appointed to the city council, I would continue to advocate for these and other issues that would help to reduce economic inequality.*

2. What can the city do to lift the wages of the lowest paid workers in Durham and reduce growing income inequality in our community? Where in our community do you see opportunities for city government to address the racial wealth gap? *Please limit your answer to 400 words.*

*In many ways, Durham is a model city at promoting living wages. In the 1990s, the City of Durham was the first in the state to pass a living wage ordinance that applied to all city employees and contractors. Since then, both Durham County and the Durham Public Schools have passed living wage ordinances. More recently, along with many colleagues at PA, I helped to launch the Durham Living Wage Project, the second effort in the state to "certify" private firms that pay all employees at least the living wage mandated by the city. Finally, at the urging of the DLWP and other partners in the community, the City of Durham updated its living wage standard so that the city's living wage will reach \$15 by 2018-2019.*

*Given current state law, Durham is not able to pass a local minimum wage or mandate the wage levels paid by private firms. However, there is still more that the City of Durham can do to lift the wages of the lowest-paid workers and reduce income inequality. First, there remain some city*

*employees who are part-time and seasonal, and who may not be covered by the current living wage ordinance. The City should act so that both full-time and part-time staff are covered by the City's living wage ordinance. Second, the City should follow the example of other cities, such as New York, San Francisco and San Antonio that support a city-wide network of Volunteer Income Tax Assistance (VITA) sites that help to ensure that all adults, especially those of low-incomes, file taxes and claim their Earned Income Tax Credit (EITC), if they qualify. The EITC helps to move more households out of poverty than any other single federal program. Finally, the City of Durham can leverage its own living wage ordinance and the success of other living wage efforts in Durham to promote living wages as an important part of strengthening our local economy.*

*The racial wealth gap is a challenge for not just Durham, but our entire nation. Ultimately, federal tax policy is the best way to reduce the racial wealth divide, but there are things we can do at the local level. On a recent visit to Durham, Tom Shapiro (author of Toxic Inequality) identified several things we can do locally, including: 1) broadening opportunities for homeownership (the single greatest source of wealth for most American households), and 2) funding Children's Savings Accounts (as is currently taking place on a pilot basis at Y.E. Smith Elementary School) to help all children, especially low-income children, to begin developing lifetime savings from an early age.*

3. How should the city measure the benefits and costs of incentives to promote development especially as those benefits and costs affect low-income residents of Durham? How would you use these measurements when deciding to vote for or against a proposed incentive? *Please limit your answer to 400 words.*

*Based on data on incentives gathered by PA's economic inequality team, the City of Durham has granted more than \$25 million in economic development tax incentives to private firms over the past 5 years. Offering tax incentives to promote economic development is one of the common tools in the toolbox of local economic developers. I would not suggest that Durham unilaterally "disarm" and stop offering tax incentives. However, I think Durham could do a much better job at ensuring that the citizens of Durham receive a proper return on investment for these incentives. There are two things that Durham could do that follow best practices in other communities and that would ensure the maximum return from any future tax incentive deals. First, city staff do a fairly thorough job of vetting tax incentive deals on the front-end and ensuring the commitment of developers to promised levels of investment and/or job creation. This process should continue and city staff should make elected leaders and citizens clear about the expected costs and benefits of any proposed incentive deals. At the same time, to allow elected leaders and citizens to understand fully the impact of these deals, city staff should release an annual dashboard to track promised investments and/or job creation by incentive recipients. This would ensure on-going transparency and accountability long after incentive deals are approved. Second, city leaders and staff at the Office of Economic and Workforce Development (OEWD) can do more to ensure that the benefits of development activity supported by tax incentives help those most in need of good jobs and economic opportunity. For example, while state law prevents local municipalities from requiring that tax incentive recipients hire certain employees, many communities employ so-called First Source hiring agreements that bind those employers to seek first to fill new job openings with those graduating from local training programs (i.e., at Durham Technical Community College). In addition, in choosing whether to award incentives, Durham could give greater credit to businesses that agree to pay all employees at least the city's own living wage standard. Finally, there is already a precedent at*

*the state level in North Carolina that the state “set aside” a portion of tax incentive deals that benefit the wealthiest (i.e. Tier 3) counties to provide funds to benefit the most distressed (i.e. Tier 1) counties. Durham could create a similar “set aside” and mandate that a percentage of any tax incentive for a project located downtown or in a wealthier Census tract be set aside in a fund to promote community development in more distressed Census tracts in Durham.*

4. What actions should the city take to expand job creation and job quality? In your answer, please comment on the city’s potential involvement in entrepreneurship, worker-owned cooperatives, and union organizing. *Please limit your answer to 400 words.*

*Durham’s economy continues to grow at a healthy rate. As of last December, unemployment was down to 4.3%. In fact, according to the NC Budget and Tax Center, there were more than 25,000 more employed people in the county in December 2016 than there were in December 2007 (when the Great Recession began). While job growth has been strong in our community, job quality is still an issue. Based on data released by PA and the Durham Living Wage Project, one in four jobs in Durham is a low-wage job. In addition to the ideas mentioned above for boosting wages and job opportunity, Durham can do more to promote job creation and job quality via entrepreneurship, employee- or worker-ownership, and union jobs.*

*Entrepreneurship. Durham is fortunate in having a growing reputation as a hub for start-up ventures. This is an important source of dynamism and growth in the local economy. What’s missing is more diversity – especially in the form of minority-owned start-ups – in this creation of new firms. American Underground has already begun to address the need for more diversity in its stable of start-ups. The city should follow the model of innovators, such as Durham-based Forward Impact, and bring visibility and possibly funding to community-based efforts (such as the creation of incubator space) to develop and scale a more diverse set of entrepreneurs.*

*Worker-ownership. Worker- or employee ownership is an underappreciated economic development strategy, but one that promotes job quality, job stability and wealth-building. More than 100 firms in NC that employ over 750,000 workers are either partially- or wholly-owned by their workers through employee stock ownership. In the last several months, there has been increased interest in worker ownership Durham on the part of a number of local organizations, including the Durham Chamber of Commerce, the Board of County Commissioners, the People’s Alliance, and the newly formed Cooperation Durham. The city should help to promote these efforts, prioritize worker- or employee-owned businesses in its economic development and small business strategies, and follow the lead of innovative state and local governments, like the State of Ohio, and help fund an employee ownership support center. The Ohio Employee Ownership Center (OEOC) at Kent State University provides technical assistance and start-up funding for employee-owned firms in the State of Ohio.*

*Union Jobs. I support the role of unions in helping workers to bargain for better jobs, wages and working conditions. As a member of PA, I helped to organize community support for the organizing efforts at Duke that led to adjunct faculty forming a union. I have also been active in the Fight for \$15 campaign that seeks \$15 and a union for fast-food and other low-wage workers. The City of Durham can support union jobs in Durham by being a model employer to its own unionized employees, ensuring fairness in any workplace organizing efforts in Durham, and possibly challenging state law which pre-empts Durham from entering into collective bargaining agreements with city employees.*

## **Housing, City Planning, and Neighborhoods**

5. What does “gentrification” mean to you? What, if anything, should be done about it? How, if at all, is the issue of gentrification implicated in the Planning Department’s current review of zoning in East Durham, the proposed creation of an Alston Avenue Design District, and the redevelopment of the former Fayette Place property? *Please limit your answer to 400 words.*

*Gentrification is the process in which wealthier people arrive in an existing urban district, purchase and renovate homes in that district, and as a result, increase rents and property values, which has the effect of driving out lower-income residents who have historically lived in that district. In most cases, this process also changes the district's character and culture. Large market forces are driving this process in places like Durham and other large- and medium-sized cities, presenting local governments with the challenge of identifying public policy solutions that can address the full scale of this challenge.*

*Despite this challenge, the City of Durham should do all in its power and with its resources to address gentrification. One obvious solution is one that the city council enacted on a pilot basis earlier this year with support from PA and other community groups – an innovative program to provide direct tax relief to low-income and older homeowners in rapidly gentrifying neighborhoods to allow them to stay in their homes. I would support the expansion of this effort, as several council members have already expressed an interest in. In addition, the City should use all of the means at its disposal to expand the supply of affordable housing in the urban core, including direct investment in affordable housing, support for affordable housing developers (such as Habitat for Humanity), utilizing city-owned land to build affordable housing, and incentivizing private developers to build more affordable housing.*

*Both the Planning Department’s current review of zoning in East Durham and the proposed creation of an Alston Avenue Design District are related to the City’s efforts to address gentrification. In each of these cases, the City’s efforts will create opportunities for new investment in historically distressed neighborhoods. This is a much-needed process for these neighborhoods, but in doing so, the City should also leverage its regulatory power to ensure that this investment fits with the needs of existing residents and surrounding neighborhoods. For example, the City should not give away “base zoning” to developers. Rather, the City should require that developers request any needed upzonings, which would also provide an opportunity for the City to utilize density bonuses to leverage additional units of affordable housing.*

*The redevelopment of the former Fayette Place is an incredibly important project for the surrounding neighborhood, though with the Durham Housing Authority’s re-purchase of this property (with financial support from the City), gentrification would appear to be less of an issue. I expect the planned public planning process that will guide the redevelopment of Fayette Place will result in much-needed affordable housing and even business opportunities for minority-owned firms.*

6. What should the city seek to accomplish through its power to stimulate and regulate growth? What principles and considerations will guide your decisions in zoning cases and other development issues? Illustrate your answer with a recent controversial zoning case. Did the city decide the case correctly? *Please limit your answer to 500 words.*

*The City should use its planning and zoning authority to stimulate, guide and regulate growth in a way that all residents of our community can live, work, play and thrive. Planning and zoning decisions often involve complicated trade-offs between competing goals. I support the larger vision for growth in Durham that is incorporated into our comprehensive plan and includes: 1) promoting the creation, enhancement and sustainability of a healthy, livable, safe and beautiful community for all Durham citizens, 2) promoting a range of choices in transportation, education, housing and economic opportunities to effectively serve a diverse community, 3) promoting the identity of our distinct neighborhoods by encouraging design elements and public facilities appropriate to the character of each area, 4) protecting our historic heritage, open spaces and natural resources, and 5) providing opportunities for high quality growth and development.*

*I have been involved as a community activist in a number of large, controversial zoning cases over the years, including Southpoint Mall, New Hope Commons, and the Southern Durham Development project near Jordan Lake. Nevertheless, I still would have a steep learning curve in getting fully up-to-speed in evaluating and making decisions on zoning cases on the city council. If appointed to council, I would be guided by the following principles in making decisions in zoning cases: 1) make decisions consistent with the comprehensive plan, 2) prioritize rezonings that help meet the City's affordable housing goals, 3) ensure transparent and participatory zoning process, 4) minimize impact on local residents, 5) protect our natural environment, and 5) minimize sprawl.*

*The recent PulteGroup proposed development near Berini Drive is a good example of the kind of complicated trade-offs involved in zoning decisions. The proposed development would have involved a dense residential development of homes and townhomes – certainly an appealing proposition, given our need for more housing options and in-fill developments that limit sprawl. Ultimately, though, I think the council made the right decision in voting 6-1 to reject the proposal, given concerns about the development's impact on streams on the property that feed into the headwaters of the Ellerbe Creek, which flows into Falls Lake.*

7. Under what circumstances would you vote to approve a rezoning that does not include commitments to meet the city's affordable housing goal? If you answered yes, how would you ensure that the city meet its goal? Please illustrate your answer with a recent case. *Please limit your answer to 500 words.*

*Given the importance of affordable housing and my commitment to affordable housing in Durham, I would look extremely closely at any redevelopment that does not include commitments to meet the City's affordable housing goal. At the same time, it is important to recognize that our policy levers to incent private developers to build affordable housing have not been very effective here in Durham. State law prevents localities from implementing inclusionary zoning, so our city is not able to require developers to include affordable housing in a development that seeks approval. Moreover, granting density bonuses to incent private developers to include affordable housing in new developments has been largely ineffective locally.*

*I would support a proposal laid out on the campaign trail by now Mayor Steve Schewel that proposed adopting a more aggressive density bonus for private developers, while at the same*

*time granting tax subsidies to private developers who accept the density bonus and build affordable units in transit areas. With these additional levers in place, I would not vote for any rezoning in a transit area without affordable housing commitments.*

### **City Finances, Capital Improvements, Transportation, and City Services**

8. If the city needs more revenue for a basic public service, do you, in general, favor a new or increased user fee or a property tax increase? Residential trash pickup is an example of a basic service. *Please limit your answer to 250 words.*

*Given the desire to raise additional revenue to fund local services and the perennial concern of raising taxes to pay for these services, there has been a long-term trend at the city-level to raise revenue via increasing user fees. According to the National League of Cities, the increasing practice of assessing of or raising of fees has been going on for much of the last two decades -- in good times and bad. This is a major concern for me. One of my core beliefs is that we should fund all of our public bodies – national, state and local – with the most progressive tax structure possible. This means that those with more resources should pay proportionately more in taxes. We have limited mechanisms to raise revenues at the local level. Of those available, property taxes are the least regressive compared to more regressive user fees. So, if the city needs more revenue for basic public services, I strongly support using property tax revenues. As the chair of PA's economic inequality team, I have demonstrated my leadership on this issue. A couple of years ago, our team was successful at gaining the city council's approval to reverse a new user fee that was created to pay for the replacement of solid waste trucks and pay for this cost instead via property taxes.*

9. Do you support or oppose Durham's plans for rail-based transit? If federal funding for the project is denied, what must Durham do about transportation, urban planning, housing, taxes, and infrastructure? *Please limit your answer to 400 words.*

*I am a strong proponent of rail-based transit in Durham and the larger Triangle region. As our region continues to grow and thrive, one of the key elements of our competitiveness as a region will be our ability to offer a variety of safe, efficient mobility options, including rail-based transit. The Durham-Chapel Hill-Chatham MPO predicts that a quarter of a million people will move to Durham and Orange counties over the next 25 years. With this anticipated influx will come increased congestion, more development and greater demand on our roadways. Without transit options, we will be faced with traffic congestion, reduced quality of life, and threats to our economic competitiveness.*

*Efforts to build a regional, rail-based transit system were given an important boost by the recent decision by the Wake County Commissioners to increase taxes to help pay for regional transit in the form of a commuter rail on existing tracks from Raleigh to Durham. It is critical that we take advantage of this opportunity right away and start the important work of planning for this rail connection between Wake and Durham.*

*Federal funding is crucial to the success of this larger vision for rail-based transit in the Triangle. Without federal funding, we can still move forward with some elements of this plan, but it will be less than optimal. Options include: 1) building the Wake-Durham commuter rail line and putting*

*a pause on light rail portion from Durham to Chapel Hill, or 2) pursuing bus rapid transit using dedicated bus corridors instead of rail-based transit.*

10. Does the city's investment in bus transportation reach the population that needs it most? What else can be done to improve bus transportation access and affordability? *Please limit your answer to 400 words.*

*Safe, affordable and reliable bus transportation is another part of a comprehensive mobility strategy for Durham. I am proud that the People's Alliance successfully advocated in the early 1990s for the transfer of ownership of Durham's bus system from Duke Power Company to public ownership. According to the most recent data, GoDurham connected 5.9 million passengers in 2016 to jobs, education and health care with improved bus services. GoDurham is among the most productive transit systems in North Carolina and has an average of 30 passengers per hour. This compares with GoRaleigh at 23 and Charlotte at 22 passengers an hour.*

*With low single-ride fares of \$1, student discounts, monthly passes and fare-free options (such as the Bull City Connector), the average fare is less than 40 cents per ride, making GoDurham extremely affordable for local residents, especially those with limited household incomes. City funding support for GoDurham is also critical to maintaining affordability, and I would advocate for continued operating subsidies from the City.*

*GoDurham is currently working on developing a short-range transit plan to guide how to improve service over the next several years to better serve existing and potential riders, new developments, and essential services in our community. The planning team is currently focusing on three strategies, which I support: 1) simplifying routes, 2) improving frequency of service, and 3) providing more direct service to popular destinations. Especially critical to the success of GoDurham moving forward will be building bus shelters at a faster pace and resolving questions about what the service will look like on the Bull City Connector, given Duke's recent decision to end their support for the BCC starting in fiscal year 2018.*

11. Would you support a property tax relief program, for example, a circuit breaker, to reduce the tax burden on homeowners with limited resources and help them stay in their homes? If your answer is yes, please describe the program or programs you would support. If your answer is no, please explain. *Please limit your answer to 300 words.*

*Yes, and I am proud of the role I played in building support for this exact idea – a new pilot property tax relief program approved earlier this year by the city council. State law prohibits municipalities from providing rebates on local property taxes to individual taxpayers, but working in collaboration with the Coalition for Affordable Housing and Transit, PA's economic inequality team supported an innovative proposal developed by Jim Svava for providing direct payments to low-income and elderly homeowners whose property tax bills have increased substantially due to gentrification. Though city staff and then-mayor Bill Bell supported a less advantageous proposal for tax relief in the form of no-interest loans for affected homeowners, our coalition (with support from a last-minute compromise by then-councilmember Steve Schewel) was able to secure support for the pilot property tax relief program that the council approved earlier this year. This is a bold, first-of-its-kind initiative in North Carolina to address directly at the local level one of the main ills of gentrification – rising property values and property taxes that can drive older and low-income homeowners from their homes. I am eager*

*to see the impact of this pilot program, and assuming it is successful, would advocate expanding this program from a pilot to cover more low-income and elderly homeowners across the city affected by rapidly rising property values and taxes.*

12. What is the city's most pressing capital improvement priority? *Please limit your answer to 300 words.*

*The City of Durham has a Capital Improvement Program (CIP) that is a statement of the City's policy on long-range capital asset development. The CIP strategically focuses on projects for a six-year period and is updated and revised annually. The current 2018-2023 plan includes a total of \$279 million for capital projects in FY 2017-18, including capital expenditures for culture and recreation, housing, public safety and transportation.*

*I have not been deeply involved in the process of evaluating and prioritizing the city's capital improvement needs, but from the capital projects identified for FY 2017-18, I would prioritize the following:*

- *Repair and expansion of numerous sidewalks and bike lanes across Durham*
- *Upgrades and improvements to park and recreational facilities*
- *A new downtown parking garage to address a serious downtown parking shortage*
- *Bus stop improvements*

13. What would you push for in the city's upcoming budget? *Please limit your answer to 300 words.*

*For FY 2018-19, General Fund expenditures for the City of Durham are projected to be a little more than \$198 million. If appointed to the city council, in addition to continuing to support the city's broad priorities – a strong and diverse economy, a safe and secure community, thriving livable neighborhoods, an innovative and high performing municipal organization, and stewardship of the city's physical and environmental assets – I would advocate for the following:*

- *Continued support for homelessness services provided by high-performing non-profit organizations along with the other key elements of the City's larger housing strategy,*
- *Expansion of the city's living wage policy to cover all part-time, seasonal workers,*
- *Creation of an incentive "set aside" program that would set aside a portion of any tax incentive deal that supports development in the downtown core or more affluent Census tracts to fund a pool of funds to promote community development in less affluent Census tracts,*
- *Support for the development of a city-wide strategy to promote greater inclusion in the growing start-up sector in Durham and to encourage expanded worker- or employee-ownership in Durham, and*
- *A pilot project to experiment with participatory budgeting.*

### **Policing and Public Safety**

14. Is there a trust problem between the people of Durham and the police department? Are you satisfied with the department's responses to issues of use of force, racial profiling,

deployment of personnel, searches, and communication with the public? *Please limit your answer to 400 words.*

*I am not an expert on policing and public safety, but from my experience as a resident of Durham and active community member, I would agree that there is a trust problem between residents of Durham and the police department. For some time, there has been deep concern by many in our community about racial profiling by members of the Durham Police Department (DPD), in particular with regard to stops and searches, and use of force. This kind of mistrust must be resolved for Durham to be the kind of community we aspire to be for all residents.*

*I have been impressed with the new leadership of Chief C.J. Davis and have been satisfied, thus far, with many of DPD's responses to these concerns. This includes creating and filling an LGBTQ liaison position and a Hispanic liaison officer position, new training for officers in areas such as implicit bias and de-escalation of force, the expectation that drug offenses and other minor offenses by those under 21 will be referred to the Misdemeanor Diversion Court, ceasing traffic checkpoints that have caused concern among Durham's immigrant population, and taking a new, less confrontational approach to public demonstrations.*

*I am hopeful that this trust-building on the part of DPD will continue and will lead to an improved relationship between DPD and the citizens of Durham.*

15. To what degree, if any, should the city cooperate with U.S. Department of Immigration & Customs Enforcement? Should the city become a sanctuary city? If your answer is yes, for whom should the city provide sanctuary and by what means should sanctuary be provided? If your answer is no, please explain your reasons. In either case, please be specific. *Please limit your answer to 400 words.*

*As the son of an immigrant, I am proud of our nation's history as a nation of immigrants. I deplore the fact that, under President Trump, arrests by Immigration and Customs Enforcement (ICE) officers have surged 40 percent from the same period a year earlier. And I fear for the future of hundreds of thousands of young people nationwide (many of who are supported by partner agencies that I work with) who may lose their protected status under the Deferred Action for Childhood Arrivals (DACA) program. I do not think that the city should actively cooperate with ICE, yet I also am aware that we cannot prevent active engagement by ICE in Durham.*

*In my work at Prosperity Now, I have many friends and colleagues across the country that have advocated for and are proud of their status as sanctuary cities. As important as this is in many locations and as much as I support the sanctuary city movement, I do not think that Durham should declare itself a sanctuary city. I support the decision of Latino leaders in Durham CAN and El Centro Hispano not to push for Durham to declare itself a sanctuary city, recognizing that this would represent a promise of safety that we cannot fully ensure. Moreover, in our current political climate in North Carolina and with limited local power, it would be unwise to provoke a battle over this with the leadership of the NC General Assembly.*

*At the same time, we should make it clear in Durham that we are a welcoming city to all people, regardless of immigration or refugee status, and do what we can with limited city power to protect our neighbors, including:*

- *maintaining DPD policy of not doing enforcement work of ICE,*
- *ceasing traffic checkpoints (see #14 above) that were causing significant problems for immigrants, and*
- *lending city support and recognition to the Faith ID offered by El Centro Hispano to undocumented immigrants who are not able to acquire a driver's license.*

*In addition, we should lend city support to community efforts to protect immigrants, such as efforts in the faith community to provide sanctuary to undocumented residents and the excellent work of groups like Alerta Migratoria to organize and campaign for the release of those who get detained.*

16. Should the city allocate more, less, or about the same money to policing? Please explain your answer. If your answer is less, would you allocate more money to other services to improve public safety? Again, please explain. *Please limit your answer to 400 words.*

*This is a challenging question. On the one hand, surveys of local residents typically indicate general satisfaction with police protection and point to public safety as a top priority. For example, the 2016 Resident Survey, which was conducted by Durham County and which included a majority of responses from city residents, identified police protection as one of the top four priorities for the coming two years. Moreover, the Resident Survey found that 62% of respondents were either very satisfied or satisfied with police protection and only 12% were dissatisfied.*

*On the other hand, local groups like Durham Beyond Policing that advocate for those most likely to come in contact with the criminal justice system (the majority of those arrested in Durham are working-class and African-American) express legitimate concern about the amount spent on policing, including the substantial \$71 million investment in the new police headquarters. These groups correctly note that the ultimate security of our community ultimately lies not in the total number of police officers on the streets, but rather in the level of access to health care, living wage jobs, affordable housing, and playgrounds, and a lack of food insecurity.*

*So, at present, I believe the City of Durham is allocating about the right amount to policing, and I support a number of important initiatives in the current fiscal year budget that can help to improve the relationship between DPD and the community, including take-home cars to encourage officers to live in Durham, bonuses for new officers coming out of training that agree to work in Durham, and training in racial equity. In the long-run, though, I would like to see an increase in the relative amount spent by the City of Durham on investments that can lead to more fundamental security for all residents of Durham, including investments in job training, economic and community development, parks and recreation, and affordable housing.*

### **Civil Rights**

17. Name one issue in Durham that directly impacts, or is directly impacted by, race inequity and how can the city incorporate a race equity framework in addressing this issue? *Please limit your answer to 400 words.*

*One issue that I am familiar with that directly impacts racial inequity is the racial wealth gap. This is an issue that I and my colleagues at Prosperity Now have done a substantial amount of work on. As a member of the People's Alliance, I have also worked in collaboration with the Durham Committee on the Affairs of Black People to raise the visibility of this issue in Durham. Just this fall, PA and the DCABP co-sponsored a community forum on the racial wealth divide featuring Tom Shapiro, author of "Toxic Inequality: How America's Wealth Gap Destroys Mobility, Deepens the Racial Divide, and Threatens Our Future."*

*This issue affects the entire nation, and it is as relevant in Durham as in any community in the U.S. Centuries of thoughtlessly or intentionally designed policies and practices have kept people of color from building wealth in this country, and the result is a racial wealth divide in which the median African-American and Latino households have less than 10% of the wealth of the median white household. Household wealth is a basic building block of economic prosperity and mobility. With wealth, families can invest in a home, college education, business start-up and retirement. Without wealth, families struggle to achieve long-term financial stability and prosperity.*

*Several years ago, with support from the Z. Smith Reynolds Foundation and the City of Durham, I and my colleagues at Prosperity Now generated some estimates of wealth inequality in Durham (data on wealth at the local level is extremely hard to generate). We found that 35.2% of households in Durham County (city-level data was not available due to small sample sizes) were "asset poor." Asset poverty is a measure of a basic wealth accumulation at the household level – families are deemed asset poor if they lack sufficient net worth to subsist at the federal poverty level for three months in the absence of income. In addition, almost half of all households of color in Durham (48.8%) were found to be asset poor, compared to only 21% of white households in Durham.*

*Given this racial wealth divide in Durham, and given that homeownership is the single largest source of wealth for most American households, Durham should continue to invest substantially in affordable homeownership, while prioritizing homeownership for low-income households of color, along with innovative strategies – such as the pilot property tax relief program – to protect homeownership for households of color.*

18. If the city could adopt an ordinance concerning the civil rights of members of the LGBTQ community, what provisions should that ordinance contain? *Please limit your answer to 400 words.*

*Protecting the civil rights of members of the LGBTQ community is commonplace in many localities across the U.S. For example, according to the Human Rights Campaign, at least 400 cities and counties (as of October 2017) had acted to prohibit discrimination on the basis of sexual orientation and gender identity in both public and private employment. Sadly, North Carolina is one of the few states that explicitly prevents local units of government from protecting the civil rights of members of the LGBTQ community. This prohibition is part of a 3-year ban on local non-discrimination ordinances that was part of HB 2 "repeal." I was disappointed in Gov. Cooper for accepting this non-discrimination clause as part of repeal.*

*If Durham could adopt an ordinance to guarantee the civil rights of all LGBTQ people, I would recommend (as has been proposed, for example, by the Michigan Civil Rights Commission) that*

*such an ordinance prohibit any person or persons from discriminating against any person or persons regarding:*

- *employment,*
- *housing,*
- *public accommodations, and*
- *public services*

*I would also recommend inclusion of language to deny the ability of local magistrates and registers of deeds to refuse to marry LGBTQ couples.*

## **Personal and Political**

19. What would you bring to the city council that is not already represented by the members who are currently serving? You may wish to consider your background, education, experience, and set of skills when responding to this question. *Please limit your answer to 400 words.*

*If I were fortunate enough to be appointed to the vacant at-large city council seat, I would bring a number of key assets to the council. First, I have been a resident of Durham for 28 years and, for most of that time, have been active in Durham's political life as a citizen and a member of the People's Alliance. As such, I bring years of experience in working on many of the critical issues that face Durham, as I have described in this questionnaire. On a young and dynamic new city council, I think my experience and the relationships built over many years in Durham would be an important asset. Second, I have worked for over twenty-five years at Washington, DC-based Prosperity Now (formerly the Corporation for Enterprise Development). The focus of my work has been designing and implementing programmatic innovations and advocating for public policies to promote wealth-building, economic opportunity, and financial inclusion for low-income adults and children across the United States. Many of the issue I have worked to address professionally – poverty, the growing gap between rich and poor, and the lack of affordable housing – are issues that face Durham. If appointed to the city council, I would bring this important expertise in building economic opportunity and alleviating poverty. Moreover, having worked on these issues nationwide (and, to a lesser extent, globally), I would also bring an understanding of best practices, new ideas, what works and what's possible from a national perspective. Finally, and perhaps most importantly, as I hope I have demonstrated from my answers to many of the questions here, I have not only experience with and an understanding of many of the issues that face Durham, but also have demonstrated an ability to get stuff done through collaboration, organizing, networking, and hard work.*

20. Have you ever been convicted of a criminal offence other than a minor traffic offense? If your answer to this question is yes, please describe the charge or charges, the circumstances, and the outcome. *Please limit your answer to 250 words.*

*No.*

21. For whom did you vote in the 2012 and 2016 presidential and gubernatorial elections? For whom did you vote in the 2014 U. S. Senate election? *Please limit your answer to 75 words.*

*2012 – President – Barack Obama; NC Governor – Walter Dalton*

*2014 – U.S. Senate from NC – Kay Hagan (though I would have preferred a more progressive Democrat!)*

*2016 – President – Hillary Clinton; NC Governor – Roy Cooper*

# CARL F. RIST

[cris@cfed.org](mailto:cris@cfed.org)

## **OVERVIEW**

---

- Over twenty-five years' experience in designing and implementing programmatic innovations and advocating public policies to promote wealth-building and financial inclusion for low-income adults and children in the United States. Experience working with non-profit organizations, state and local officials, social enterprises, financial institutions, large institutional donors, and individual donors.
- Proven innovator with a track record of designing and successfully executing new policy and programmatic innovations designed to expand wealth and economic opportunity for low-income households.
- Strong manager with established track record in bringing together creative and multi-talented teams to accomplish varied objectives, including executing national demonstrations, organizing and leading policy campaigns, and implementing internal ventures.
- Effective communicator with experience speaking at events ranging from large national conferences to local meetings with grassroots advocates; also long track record of publications in fields ranging from asset-building and financial security to community and economic development.

## **EXPERIENCE**

---

### **CFED**

**Washington, DC**

#### ***Senior Director of Children's Savings and Senior Advisor, Asset Building***

*2015 to present*

- Directs CFED's efforts, including field building, public policy advocacy, and consulting services, to ensure that 1.4 million low-income children have access to children's savings accounts (CSAs) by 2020
- Provide overall leadership of advocacy efforts designed to create a pipeline of large public CSA programs with a medium to high likelihood of launching in 2018-2020
- Lead efforts of Children's Savings team to build the infrastructure (including appropriate account products, financial technology and eventual federal policy) for scaling CSAs in the long-term
- Responsible for building the capacity, performance and cohesiveness of the Children's Savings team
- Provide shared leadership with Development team in cultivating and stewarding donors, and ultimately raising a budget of over \$1 million per year

#### ***Executive Director, 1:1 Fund (a project of CFED)***

*2011 to 2015*

- Re-designed and launched fledging social enterprise at CFED, designed to serve as a fundraising and marketing tool to make it easy for CSA programs to raise funds from individual donors, large and small.
- Responsible for developing and modifying overall strategy and business plan
- Raised almost \$2 million since 2012 from major donors and on-line donors to provide savings matches for CSA savers at 1:1 Fund partner sites.
- Oversaw case-making, marketing, selection and on-boarding of eleven 1:1 Fund partners, representing large and small CSA programs across the U.S.
- Responsible for executing a key strategy pivot from a focus on major donors to on-line donors, and selecting new "white-label" platform (Classy.org) to support state-of-the-art crowdfunding capacity
- Oversaw development of new marketing plan to support shift to online fundraising

#### ***Vice President of Programs, Director Asset Building***

*2009 to 2011*

- Responsible for CFED's overall programmatic in the areas of savings and financial security, enterprise and economic development, and affordable homeownership
- Provided overall leadership of all activities designed to support programmatic objectives, including project and grant management, research and writing, policy analysis and development, as well as fundraising and meeting facilitation.
- Directly responsible for playing lead role at CFED in developing the Partnership for College Completion (PCC), a comprehensive project to improve college readiness and success through a collaborative effort on the part of UNCF, KIPP and CFED

**Director, SEED (Savings for Education, Entrepreneurship and Downpayments) Policy and Practice Initiative**  
2004 to 2009

- Oversaw and directed CFED's role as a national partner in the SEED (Savings for Education, Entrepreneurship and Downpayment) Policy and Practice Initiative, a 10-year, \$30 million national policy, practice and research demonstration of matched savings accounts for children and youth in low-income families.
- Provided overall leadership of CFED's domains in the SEED Initiative, including:
  - Selection and management of twelve community partners who were engaged to test and document specific aspects of CSA programs
  - State policy efforts to establish progressive systems of accounts and protect children and families from asset tests and other benefit penalties
  - Product and market development efforts to design and implement efficient, affordable, user-friendly accounts
  - Communications efforts to raise the visibility of CSAs generally and the impact of the SEED Initiative specifically

**YAKIMA VALLEY HABITAT FOR HUMANITY**  
**Assistant Project Director**

**Yakima, WA**  
1988 to 1989

- Worked as a volunteer-in-mission to assist in the building of affordable homes for low-income residents of the Yakima Valley. Responsible for fundraising, community relations, volunteer recruitment, and coordinating special projects.

**BANK ONE, MILFORD, NA**  
**Management Trainee**

**Cincinnati, OH**  
1987 to 1988

- Responsible for gaining a broad understanding of the bank's retail operations. Assignments included working in branch banking, marketing, underwriting, loan servicing and financial operations.

**SHADY SIDE ACADEMY**  
**German Teacher**

**Pittsburgh, PA**  
1984 to 1986

- Taught all levels of German at a private, preparatory high school; other responsibilities included coaching girls' varsity basketball and boys' freshman baseball, advising a group of 11 sophomore students on academic matters, and acting as a supervisor in a boys' dormitory

**EDUCATION**

---

Duke University -- Master of Arts in Public Policy, May 1991 Durham, NC

Davidson College – B.A. (German), *cum laude*, June 1984 Davidson, NC

**SKILLS AND HONORS**

---

**Languages:** English (native), German (fluent)

**Other activities:**

- Self-Help Credit Union and Self-Help Federal Credit Union, board of directors (treasurer and past chair), 1998 – present
- NC Child, Board of Directors (current board chair), 2010 – present
- Durham Living Wage Project, founding member and current board member, 2015 - present
- Durham People's Alliance, board of directors (current economic justice committee chair and past co-president, 1997 – 2003, 2011 – present
- 10-Year Plan to End Homelessness in Durham, steering committee member and co-chair, Permanent Housing Subcommittee., 2005
- NC IDA and Asset-Building Collaborative, founding board member, 2003

**Honors:**

- Phi Beta Kappa
- Bremer German language award for outstanding German student in senior class, 1984
- Goodman Fellow, 2015

## **SELECT PUBLICATIONS AND SPEECHES**

---

Carl Rist and Bob Friedman, *Hope in Concrete Form: Children's Savings Accounts and the Save and Invest Economy*, (Washington, DC: CFED, 2010).

*City and Community Innovations in CDAs: The Role of Community-Based Organizations*, co-author with Liana Humphrey, Children and Youth Services Review, Vol. 32, Issue 11, November 2010

*From Piggy Banks to Prosperity: A Guide to Implementing Children's Development Accounts*, co-author with Liana Humphrey, Barb Rosen, Leigh Tivol and Rochelle Watson, (Washington, D.C.: CFED, 2008).

*Children's Savings Accounts: A State Policy Sourcebook*, co-author with Will Lambe, Jennifer Brooks, Kevin Keeley and Barb Rosen, (Washington, D.C.: CFED, 2006).

*The State Asset Development Report Card*, a benchmarking tool that grades state performance on asset accumulation, distribution and protection, lead author, 2002

*Taxation and Business Climate: The Impact of Net Profits Tax in Nevada*, a research report prepared for the Nevada State Education Association, co-author with Matt Hull, 1999.

*The North Carolina RLF Profile: A state report of Counting on Local Capital, a national project for the revolving loan fund (RLF) industry* (Washington, D.C.: The Corporation for Enterprise Development, 1998).

*Dollars and the "Three R's": Strategies for Improving Education and Business Climate*, an unpublished research report prepared for the National Education Association, co-author with Bryan Hassel and Victoria Lyall, 1997.

"A Unified Development Budget for North Carolina," presentation at the annual meeting of the National Conference of State Legislatures, August 7, 1997.

*Managing For Higher Returns: What Does North Carolina Actually Spend on Economic Development and How Can These Investments Be Better Managed?* (Washington, D.C.: The Corporation for Enterprise Development, 1997), co-author with William Schweke.

*Improving Your Business Climate: A Guide to Smarter Public Investments in Economic Development* (Washington, D.C.: The Corporation for Enterprise Development, 1996), co-author with Brian Dabson and William Schweke.

*Building the Ladder: Strategies for Economic Independence-Oriented Welfare Reform* (Washington, D.C.: The Corporation for Enterprise Development, 1996), co-author with Robert Friedman.

*Community-Based Organizations and Business Networks: New Ideas for Creating Job Opportunities for Inner-City Residents* (Washington, D.C.: The Corporation for Enterprise Development, 1996), co-author with Puchka Sahay.

"What Makes for a 'Positive' Business Climate?" speaking tour in Germany organized by the American Embassy Bonn and coordinated through the various America Houses, February 26 - March 1, 1996

"The Use and Abuse of Tax Incentives as an Economic Development Strategy," testimony before the Virginia Senate Finance Committee, September 15, 1995.

"How Education Spending Matters to Economic Development," presentation at the National Education Association's State Education Finance Workshop in Denver, Colorado, May 18, 1995.

"Flexible Manufacturing Networks and Economic Opportunity," in *The 1995 Entrepreneurial Economy Review*, (Washington, D.C.: The Corporation for Enterprise Development, 1995).

*How Education Spending Matters to Economic Development*, published by the National Education Association, Research Division, 1995 (primary author).

*Bidding for Business: Are Cities and States Selling Themselves Short?* (Washington, D.C.: The Corporation for Enterprise Development, 1994), co-author with Brian Dabson and William Schweke.

*The Annual Development Report Card for the States* (Washington, D.C.: The Corporation for Enterprise Development), principal contributor from 1994-1998, with primary responsibility for the Tax and Fiscal Index.