

Sofia Pereira
1236 Chester Ct.
Arcata, CA 95521

Occupation: Director of Programs and Impact, She Should Run

Experience and Background:

- Mayor - *December 2017 to present*
- City Councilmember - *December 2014 to present*
- Director and Past Chair, Humboldt Waste Management Authority - *December 2014 to present*
- City Council Liaison, Arcata House Partnership - *December 2014 to present*
- Member (3rd District), Humboldt County Democratic Central Committee - *July 2012-Sept. 2015*
- Six Rivers Planned Parenthood, *Board Member and Treasurer 2010-2014*
- North Coast Young Democrats, *Founder and Past President 2012-2014*
- Lost Coast Rotaract, *Past President 2010-2014*
- Vice-Chair, Humboldt County Human Rights Commission - *May 2009-May 2010*
- Member, Arcata Committee on Democracy and Corporations - *May 2009-May 2010*
- Associated Students President, Humboldt State University - *May 2008-May 2009*

BACKGROUND: Four years ago I was elected to solve problems facing Arcata. Together we're making the Plaza more family friendly, our roads are being repaired, we're expanding the city trail system, and we're on track to become a zero waste city. And our city budget is stable; no longer relying on reserves or one-time money to balance our budget. We're creating a better future for Arcata because we're in this together. We have big decisions ahead of us that require strong leadership, an open mind, and good communication. Our campaign is based on advancing Arcata's values: a fair economy, and an inclusive community that advances social justice and environmental sustainability.

ISSUES: If re-elected, I will continue to work with the community on housing for all income levels, preparing for sea level rise and addressing climate change, and making Arcata a safe and inclusive community for students and residents of Arcata. With your support we'll continue to advance Arcata through the good times and bad.

MEDIA AND CAMPAIGN STRATEGY: We launched our campaign at Greenview Park in Arcata, a recently completed project that demonstrates Arcata's success when we worked as a community to build a more inclusive playground facility. The park is a great example of what we can do when we work together and was a perfect location for the kickoff of our campaign and

it's 2018 slogan - "We're in this together". The event was a great example of how our campaign will stay on message and use media effectively to advance our campaign. Our kickoff was covered by Redwood News, North Coast News, the Mad River Union, Kym Kemp, and the Lost Coast Outpost.

I won't take this election for granted. I plan to work harder to reach voters in Arcata - this will include knocking on the doors of voters, calling individuals and also helping some of our newest residents register to vote. I also will continue outreach to our neighborhoods that are often overlooked - including our mobile home park communities and Valley West Neighborhoods.

Community Supporters and Endorsers:

Key Endorsers Include: Senator Mike McGuire, Senator Wesley Chesbro (ret), Assemblymember Jim Wood, Supervisor Mike Wilson, Auditor-Controller Elect Karen Paz Dominguez, Harbor Commissioner Stephen Kullmann, Former Mayors Alex Stillman and Connie Stewart, Arcata Planning Commissioner Robin Baker, and the unanimous endorsement of the North Coast People's Alliance.

I am also honored to have the endorsement of many of my neighbors and Arcata residents.

Campaign Team: Rob Christensen, Campaign Manager; Phillis Seawright & Deanna Sisk, Treasurers; We also have two dozen commitment from volunteers who will assist us with phone banking, events and canvassing.

Financing: In 2014 I raised over \$10,000 in small donations to fund my campaign. To date I have raised around \$2,500. This year I plan on meeting the needs of my campaign without donations from corporate and business donors. This is a pledge I have taken to keep corporate interests out of Arcata's democratic process.