

Mark Crockett for County Mayor

Prepared Statement & Campaign Announcement

January 10, 2012

Good Morning. Today I am announcing my campaign for Salt Lake County Mayor.

The first question most people ask is, "Why?" It is a good question, by the way. Perhaps it is the "right" question. The short answer is, because I am genuinely excited about what we could all do with our county government, and by what it can do for our community.

Now, I know that those of you who follow the county have heard a lot of words used to describe it. And "exciting" may never have been one of them. So if you will allow me a few minutes, please let me tell you why exciting is just the right word for next several years.

But first, let's pause for a moment to think about what the county does, and what it should do. Each government (federal, state, county and city) has its own roles. And when we get those roles confused, our governments trip all over each other, they accomplish less and they cost more – sometimes a lot more.

So what does the county do and what should the county do that cities and that states don't? Most importantly, in Utah and in most states around the nation, the counties run the human and community services that directly touch lives in ways that cities and states simply can't and don't. For example, in our community the County runs our

- jail
- treatment programs
- mental health programs
- senior centers and programs like meals on wheels
- libraries
- rec programs and kids programs

The county also has a uniquely appointed role and opportunity in

- Regional planning
- Water quality
- Air quality
- Regional parks and open space
- Economic development

And, once the County stops trying to compete with the cities, it may be the only organization realistically able to help all our cities finally come together to provide unified public safety, dispatch, mapping and a host of other services that make more sense to do once instead of seventeen ways across the valley.

Since its new form of government in 2000, the County has made a lot of progress. Now it is poised to take its core services to an exciting next level. Let me give you a couple of examples:

- When I joined the County Council in 2005, we had one monopoly contractor for all the county's mental health programs. After several years of effort, that contract is now broken into different parts and we are beginning to get tons of new, innovated program submissions.
- In about 2007, the Council also saw that our systems didn't tell us much about why so many people kept returning to jail and what we could do about it. We funded a new jail data system that is finally in place. Now it time to turn it on, fire up the statisticians and go to work making more and better programs and matching them to the right people. Over time, it will improve safety, improve lives and save a ton of money too.

This is probably not the moment for a long soapbox on data and innovation, so I will spare you more examples and details. But our county is poised to do some amazing, wonderful things.

So how do we get there? There are 3 things we need to do:

- 1) We need to focus the County on its core services and stop competing with the cities.
 - a. We need to invest our energy and scarce resources in the basic community and human services that only the County can provide. And we need to build the learning models that will help us become smarter, better and more efficient with them over time.
 - b. We also need to help develop a long-term plan for our unincorporated areas to get the regional voice, services and infrastructure they need (and that have been lacking) in a way that is fair and sustainable to all parts of the county. And it is with special recognition of the risks that a piecemeal approach would place on the West Side that I decided to announce my candidacy here in Magna.
- 2) Once the County is focused on its core services and isn't trying to force a leadership role on the cities, it can be more useful as a good faith facilitator for regional issues. The Unified Fire Authority provides a great illustration of how the cities can come together to jointly lead and fund the services our residents need. We can use similar approaches in other public safety services, public works, regional planning and air and water quality.
- 3) We need to free up resources from within the County.

- a. We are out of money. The economy is still flat. Residents cannot afford more police fees, tax increases or government-subsidized soccer stadiums and hotels right now. I consistently fought and voted against them when I was on the County Council. But in the past few years since then, we have already done too much. Federal and state dollars that go to counties are shrinking. And the County has already spent through all its fund balances and rainy day funds.
- b. There is nowhere else to go. We have to fund what is needed from within.
- c. As it happens, what I do for a living is to help larger organizations bring their front line employees and their stakeholders together and empower them to free up and reinvest their resources into higher priorities. Over the past 15 years, I have helped channel billions of dollars a year into better services, higher revenues and new jobs for organizations like Kaiser Permanente Medical, Wells Fargo, Transamerica, North American Van Lines and the Colorado State Government. I do know that government is not a business and should not be treated like one. And don't know all the ways the county can be better. But together, our great county employees and stakeholders do know. And I happen to have spent my career bringing people together and helping them drive to consensus for change. Using this approach with the Mayor's portfolio of programs alone should free up \$15-30 million a year to invest in higher needs. Across the whole County, the number could be twice as much.
- d. In other words, we can't ask residents for more money right now but we can fund more improvements by funding the resources within the existing budget.

Have you ever had the opportunity to help someone? Somehow in your bones, you knew you had the right thing to say or do. But you were busy or it was inconvenient and so you brushed off the feeling and drove past – but then days later you couldn't shake the feeling that you had missed your moment to do something good?

I have been fortunate to help some amazing organizations solve some very interest problems – and I still do. So, with my family in NY for a little while as I help drive an overhaul of Bank of America, this may not seem the most convenient time to run for mayor. But no organization that I know has more promise and more opportunity to improve the quality of life in our own community and to help light a path for other communities across the county than our Salt Lake County government. I am haunted by the faces of the people and families that the County serves and could serve better. And I am firmly convinced that this is the moment of great opportunity to take our community to the next level. If we work together, we will not miss it. That is why I am running for County Mayor and I ask you to join me in this good cause.

Thank you. I will be happy to take any questions.