



EVERETT MAYOR CANDIDATE QUESTIONNAIRE

Candidate Information

Name: **Cassie Franklin**

Candidate for: Everett City Mayor

Campaign website: <https://mayorcassiefranklin.com>

Background

As part of our mission to support a vibrant downtown core, the Downtown Everett Association provides leadership and awareness to the issues impacting our downtown community. We've created this candidate questionnaire – which aligns with our [mission](#) – to help voters understand the 2025 Everett Mayor candidates' vision and priorities for Downtown Everett. The Downtown Everett Association does not endorse candidates; we encourage the community to read the candidates' responses below to learn how they would support a thriving downtown.

All candidates were invited to respond. Candidate responses are posted in their entirety. Typos and grammatical errors are their own.

Questions

Public Safety

Do you believe current policies, such as the service provider buffer zone ordinance, help accomplish the City's goals of promoting public safety in the downtown core? What other policies do you believe would help meet this goal, and how?

Public safety has been my top priority as Mayor, and I believe policies like the buffer zone are one tool to help balance the needs of our downtown businesses, residents, and service providers. They provide clarity and structure while ensuring that services are delivered in a way that supports the vitality of our downtown core.

But ordinances alone are not enough. That's why I've advanced a broader strategy that combines smart policing, innovative technology, and expanded human services. We've staffed Everett Police at a 10-year high, while maintaining the highest standards for training and integrity, and we've invested in tools like the Flock camera system that have directly reduced crime. At the same time, I've expanded shelter capacity by 300% since 2018, added hundreds of supportive housing units, and launched alternative response teams that connect people in crisis to treatment and care instead of defaulting to law enforcement.

Moving forward, my focus is on policies that ensure our downtown is safe, welcoming, and vibrant. I want downtown Everett to be a place where businesses can thrive, residents feel secure, and those struggling with homelessness or addiction are connected to services that help them get back on their feet.



How do you believe the City can create a safe space for all members of the downtown community? How would you prioritize these measures?

A truly safe downtown means more than the absence of crime, it means a place where everyone feels they belong. That requires collaboration between businesses, residents, service providers, and the City to create an environment that is welcoming, inclusive, and vibrant.

As Mayor, I've focused on improving quality of life downtown by supporting events, arts, and cultural activities that bring people together and keep our streets active and inviting. I've worked to ensure our city team, advisory boards, and service providers reflect Everett's diversity so decisions are guided by the voices of the whole community.

Public safety is central to this vision, and I will continue supporting approaches that combine proactive policing with compassionate outreach, so every person who lives, works, or visits downtown feels secure. Going forward, my priority is to keep strengthening partnerships and building trust, so downtown Everett is a hub where businesses thrive, families feel secure, and people from every walk of life enjoy spending time together.

Economic Vitality

How do you believe the City can help make Downtown a more attractive location for new businesses?

A thriving downtown is the heartbeat of a city, and I believe Everett's core should be a place where businesses want to invest and people love to spend their time. Supporting new businesses means reducing barriers to entry and making it easier for entrepreneurs to succeed. My administration has worked to streamline permitting, improve customer service at the City, and create an environment where innovation and investment can flourish. We've worked closely with downtown businesses and invested City resources in economic development efforts that strengthen our core and make Everett an even more attractive place to do business.

Equally important is creating an environment where people feel safe, connected, and excited to visit. That's why we've invested in public safety, added new parks and trails, and supported record numbers of downtown festivals and cultural events. Together, these investments boost foot traffic, fuel local spending, and create the kind of vibrant atmosphere that draws and sustains businesses.

How can the City support existing businesses – from small to large?

Supporting existing businesses, whether small, family-owned shops or large employers, is essential to Everett's vitality. As Mayor, I've worked to create the right environment for businesses to succeed by keeping our streets safe, welcoming, and vibrant, and by investing in infrastructure that strengthens downtown and neighborhoods alike.



For small businesses, that's meant streamlining permitting, cutting red tape, and ensuring City services are responsive and accessible. We've also expanded events, festivals, markets, and cultural activities that bring people downtown, boost foot traffic, and support local commerce.

For larger employers, I've prioritized strong partnerships with companies like Boeing, Providence, and the Port of Everett to sustain good-paying jobs and long-term growth. I've also worked closely with Everett Community College and WSU Everett. I've supported their campus growth and expansion, helped connect them to real employers, and identified program areas that match the needs of our business community so we can grow the workforce of the future right here in Everett.

Everett succeeds when the City is a true partner, listening to businesses, solving challenges quickly, and investing in projects that bring new life, visitors, and opportunity to our community.

Public Spaces

What steps can the City take to improve Downtown Everett's public spaces, such as streets, sidewalks, parks, and places where people spend time and gather?

Improving public spaces is one of the best ways to make downtown more inviting, safe, and vibrant. As Mayor, I've prioritized investments in our streets, sidewalks, parks, and gathering places so residents, visitors, and businesses alike can enjoy a more welcoming city core.

We've added new playgrounds, trails, dog parks, and sports courts, and completed major upgrades like the Silver Lake Trail, all while continuing to invest in our 920 acres of parks and 27 miles of trails. Downtown, my administration has focused on streetscape improvements, graffiti removal, and activating public spaces with festivals, markets, and cultural events that bring people together and boost small businesses.

Moving forward, I want to continue enhancing walkability, lighting, and accessibility so everyone feels comfortable spending time downtown. Public safety will remain central to these efforts, with cleaner streets, strong partnerships with service providers, and visible, positive engagement between police and the community. A thriving downtown starts with great public spaces, and I'll keep investing in them to ensure Everett's heart is a place where people want to gather, celebrate, and connect

Transportation

How can the City increase accessibility to Downtown and help people feel more connected to our neighboring communities? What are your priorities in regards to bicycle infrastructure, public transportation, pedestrian experience, parking, etc.?

Accessibility and connectivity are key to keeping Downtown Everett thriving. My priority is making it easier and safer for people to get here and enjoy our downtown, whether they're walking, biking, driving, or taking transit.

We've already invested in safer sidewalks, upgraded crosswalks, and more ADA-accessible pathways so every resident can enjoy our public spaces. Looking forward, I'll continue building out bicycle infrastructure, supporting expanded bus and light rail service, and improving the



pedestrian experience with well-lit, welcoming streets. Parking also matters, especially for businesses, and I support a balanced approach that ensures convenient access for visitors while encouraging greener transportation options.

Everett's future depends on being connected, not just within downtown, but to our waterfront, our neighborhoods, and the broader region. By prioritizing multimodal options and working closely with Community Transit and Sound Transit, we can make downtown Everett more accessible and better connected, so residents and visitors alike feel welcomed and supported in choosing Everett as their destination.

Historic Preservation

In your view, how important are Downtown Everett's historic buildings to its social vibrancy and economic vitality, and why? What would be your approach be to incentivizing the preservation of these buildings?

Everett's historic buildings are a treasure. They give our city character, charm, and a sense of place that you simply can't replicate. They connect us to our history and make our downtown one of the most beautiful and unique in the region, drawing residents, visitors, and businesses who want to be part of something special.

As Mayor, I've prioritized downtown revitalization, from infrastructure upgrades to redevelopment projects that celebrate our historic architecture while creating new opportunities. Looking ahead, I believe the City can incentivize preservation by leveraging state and federal funding, building strong public-private partnerships, and streamlining permitting for adaptive reuse so owners can modernize and repurpose spaces while preserving their beauty and historic character.

For me, historic preservation is about more than saving old buildings, it's about showcasing what makes Everett beautiful, authentic, and full of life. By protecting and reinvesting in our historic core, we can ensure downtown remains vibrant and welcoming for generations to come.

Additional

With the Everett 2044 Comprehensive Plan and Development Regulations going into effect, describe your related approach to zoning, density, allocation of city resources, and the priority for growth in the downtown core.

Everett's 2044 Comprehensive Plan provides a roadmap to manage growth in a way that strengthens our downtown core while protecting the character of our neighborhoods. My approach is to prioritize smart density in areas like downtown, close to transit, jobs, and amenities, so we can add housing, attract investment, and create the kind of vibrant, walkable community people want to live in.

Zoning and development regulations should encourage mixed-use projects that bring housing, retail, and public space together, while streamlining processes to make it easier for responsible developers to invest here. At the same time, we must allocate City resources to maintain



infrastructure, expand transit, and enhance pedestrian and bike access to ensure our growth is sustainable and inclusive.

Downtown is the heart of Everett, and by focusing growth here, we can build a stronger economy, reduce sprawl, and preserve the livability of surrounding neighborhoods. My priority is to ensure this growth reflects our values: affordability, accessibility, sustainability, and a welcoming community for everyone. Everett's future is bright if we keep planning boldly and investing wisely.

Is there any additional information you would like to share about your candidacy that would be helpful for downtown residents, workers, and visitors to know?

I want downtown residents, workers, and visitors to know how much I value Everett's core as the heart of our city. Over the past eight years, I've made it a priority to invest in the projects and services that make downtown safer, more vibrant, and more welcoming. I've focused on revitalizing public spaces and adding housing, as well as expanding cultural events and improving safety with new tools and alternative response teams.

I'm proud of the progress we've made together, but I also know there's more to do. My commitment is to keep working in partnership with downtown businesses, employees, and residents to strengthen economic vitality, support our local workforce, and ensure everyone feels included in Everett's future.

For me, this work is about building *One Everett*, a city where every neighborhood thrives, where downtown is a hub of activity and opportunity, and where people of all ages and backgrounds feel connected, safe, and proud to call Everett home.