



## Central Brooklyn Independent Democrats: 2021 Mayoral Candidate Questionnaire

**Candidate Name: Edward Cullen**

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**Office Sought: Mayor**

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**Name of person filling out this questionnaire:  
Eddie Cullen**

Please answer each of the following questions to the best of your ability:

1) If elected, what would be your top priority in your first term?

The most important thing is getting the NYC economy back on track. This is going to take a large amount of outside capital investment, and government funding. The unemployment rate before covid was at 3.4%, a historic low. As of right now, New York City is projecting a \$13.2 billion budget gap over the next 4 years.

I will work with Albany, and DC, as well as public-private partnership models, to obtain the necessary funding NYC needs in order to be back open for business, and to get the NYC revenue and cash flow operating again. This is especially important for our small businesses, which are the lifeblood and back bone of the NYC economy. NYC small businesses have supported NYC, and NY State, and the Federal government for years. It is imperative that we are there to support them now when they need us the most.

I will fight for NYC tenants and residents now, so when the rent and foreclosure memorandum expires, they are able to have the time they need to get their lives and careers back to normalcy. Not only do I want to get the unemployment rate as low as 3.4%, but in 4 years, I want to get it to almost 0%.

I want every New Yorker to be able to have the life, and economic opportunities that they deserve.

I am working now to help solve our problems through a model of inclusive capitalism in which every 8.5 million New Yorker has an opportunity to participate in the benefits of good capitalism.

2) What personal and/or professional experiences do you believe make you uniquely qualified to run for New York City Mayor? Attach resume or CV if desired.

I have attached a resume with this document.

3) List all of your endorsements, including but not limited to elected officials, unions, political clubs and community-based organizations.

I have not looked for endorsements yet. I am taking a different approach. I am looking to balance the budget now and solve our current problems now in doing the work. I come from an entrepreneurship background.



4) What, if any, groups or industries will you not accept campaign contributions from? If any, please note specifically whose money you will not accept.

I will be accepting capital contributions from everyone. My model of Inclusive Capitalism involves everyone in the New York City economy.

5) How do you propose helping NYC recover from the COVID pandemic and resulting economic recession, particularly given the projected shortfall in city revenue?

As I mentioned in response 1.), this is my first, and top priority. I believe it starts with empowering NYC small businesses to reopen for business with the financial capital it needs to do so, without being a burden on the business. NYC needs leadership who will be able to inspire investor, and consumer confidence, and obtain the outside capital from both the public and private sector to do so.

Also, NYC tourism is at an all time historic low. We will be announcing and launching several major events in NYC that will revive NYC tourism, and restart that economic revenue sector in a major way. This will also be extremely beneficial for our NYC Hospitality, and Restaurant, and Nightlife industry to financially recover in impeccable speed, as well as for their employees and their families.

My plan toward economic recovery for businesses and the City is to leverage public-private partnerships through 50 sectors. We have two co-chairs around each sector and five borough captains. We have filled a significant number of these positions and will release them at a later date. We have some very, very significant professionals joining our committees. We plan on implementing our strategy now as we cannot wait until the next Mayor takes office. The difference with me is I am going to start implementation now for economic recovery. We simply cannot wait until the next Mayor takes office.

I will introduce a fraud authentication technology much like an amber alert on your iphone to ensure constant communication for services to those who them most. We need secure technological communication. I would work with the FCC to create a communications channel with a two-way amber alert for contact tracing. We need to provide resource to the underserved first.

The best example that I can provide is my plan for Restaurants. I believe the data collection methodology is inefficient and as a result we have lost a ton of lives. Since this is complex, I believe a visualization is appropriate. In order to prevent the spread of the next pandemic, we need to upgrade all of our small business and restaurants with modern technology



# THE INEFFICIENCIES OF NEWYORK STATE'S COVID RESTAURANT DATA COLLECTION.

**EDDIE CULLEN**  
FOR NYC

WE HAVE THE DATA!  
1.4%  
CLOSE INDOOR DINING!



## HOW DO WE GET TO 1.4%?



## WHAT IS WRONG?

New York State never sees restaurant data



No data privacy solution



No full 360 data perspective



Limited contact tracing data



Thousands of lost lives over data collection methodology



Making restaurants liable for data



No vaccine data tracking collection



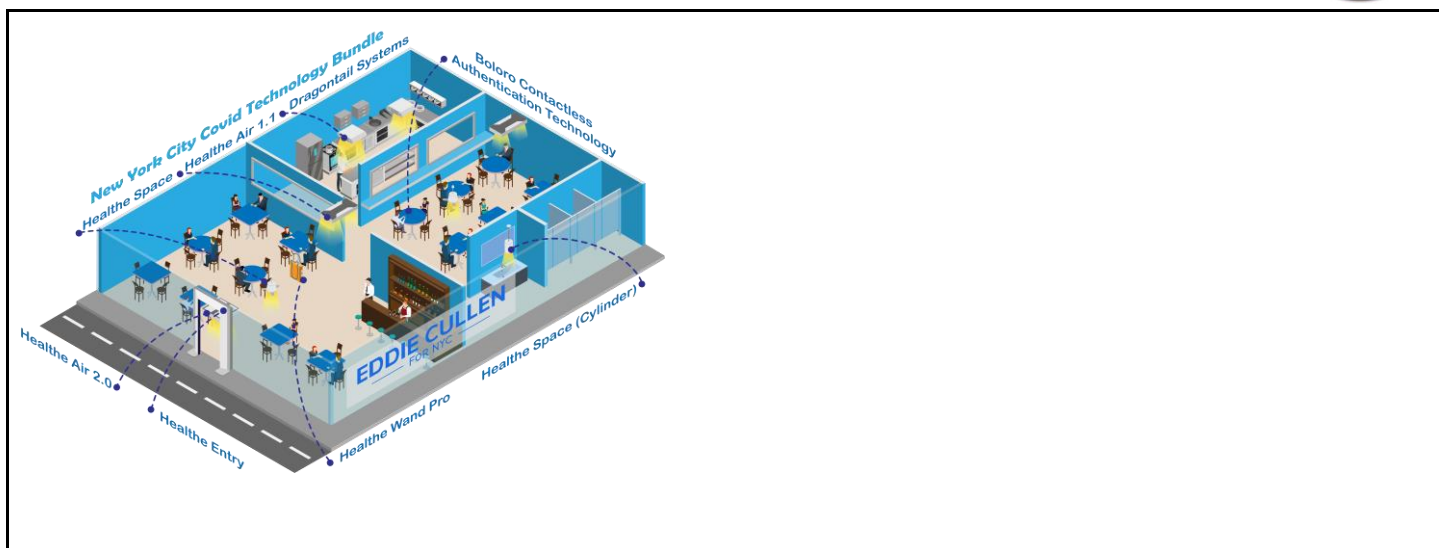
# DATA SOLUTION FOR RESTAURANT INDUSTRY AND NEW YORK STATE

## WHY?

- > No privacy issues
- > Save thousands of lives
- > 360 data collection
- > Real time data reporting on individual restaurants



**EDDIE CULLEN**  
FOR NYC



6) What measures would you take to improve educational opportunities for all students in NYC? How do you plan to ensure that all NYC children are able to attend high-quality, integrated schools? Do you support D15's integration plan as it has been implemented? What changes, if any, would you make to the current D15 integration plan?

I think the D15 integration plan makes a concerted effort to address the systemic racism issues of our time. I believe we should add in more access to experiential education.

I would introduce more experiential education opportunities. We need a modern approach to corporate immersion, hands-on experience, and group projects with a blended-learning methodology. Our goal is to introduce a repeatable process to solving big challenges. Experiential entrepreneurial education is at the forefront of a modernized approach in workforce development and skills-training to increase economic productivity.

Think of experiential education like a pilot in a flight simulation. Think of experiential education like a pilot in a flight simulation. Before you can fly, you have to simulate what it is really like to fly. In simulating experiences, we invite our public school learners to open their minds divergently to problem solve.

I will introduce a public school program focused on building a New York City Youth Corps standing on three pillars: Pedagogy, Curricular Framework, and Assessment Tool

My education model is a fundamental shift for a continuously developing 21<sup>st</sup> century education system. The knowledgebase and creation economy calls for a human framework to link a variety of economic opportunities through education innovation.

I would introduce a pedagogy of design thinking, corporate immersion, prototyping, projects, and evaluation. I would introduce a curricular framework tool for teachers to leverage. From enrolling into Advanced Computer Science topics class at your high school for sixteen weeks to enrolling in a 1-week corporate product building immersion, we cover a wide ranging spectrum for students in high school to C-level executive. The curricular framework is dynamic and allows teachers the opportunity to insert various subjects



to achieve a result. The curricular framework is designed to create your own curriculum. We would just provide tools and resources to teachers.

I would introduce an assessment methodology objectively measuring a student's performance. For high school, college, and professional students, we are measuring the same creative and innovative performance, yet yielding varying specific outcomes. It is important to evaluate the assessment of our learner through the five stages of my proprietary pedagogical framework.

At the conclusion of a curricular framework yielding a specific outcome, we must aim at an evaluation that goes beyond academic mastery.

Throughout the pedagogy, we have a packaged set of assessments to measure a student's performance at each stage. We move away from the traditional instruments of assessment in daily quizzes, weekly, or monthly tests. We focus more on actionable outcomes. The project-based, blended learning approach yields a new assessment methodology to understand a learner's progress.

7) How would you have handled the reopening of schools for the 2020-2021 academic year? How would you prepare for a second wave of this pandemic? How would you propose to ensure that the needs of highly vulnerable children with special needs, who are homeless, come from poor families, and/or live in households without adults who could aid their learning are not left further behind when remote learning has to be relied on?

First, our administrators, and teachers need more moral, and financial support. NYC school budgets need to be increased, and we need to implement the technology at every NYC school to make the schools safe for all its staff, and students, while also taking the massive stress off the faculty.

With the rollout of the vaccine, I believe schools will be able to reopen safely in the near future. By implementing the technology for proper screening, and tracing, NYC schools should be able to reopen, and operate effectively.

No student should ever be left behind. NYC Schools should receive additional funding to hire more school tutors, so any student that has been negatively impacted by out of school learning, can receive the attention they need to get back on track with their peers. Also, NYC needs more free wifi hotspots throughout the city, so that all NYC residents can access the internet at no cost. All students will have the up to date laptops, so their current financial situation does not impede their education, and academic growth. I will also invest heavily in the roll out of 5g technology hardware, so all NYC will benefit from the technological revolution. NYC will be the standard for technological, and educational growth for cities around the world.

We need to design public-private partnerships around technological toolkits such as a relationship with Google for chromebooks and hotspots. The 21<sup>st</sup> century allows for an upgrade in modern technology to outfit our schools with safe approaches to reopening.

8) Do you support allowing non-citizen New York City residents to vote in City-based elections? Why or why not?





I believe all NYC residents should have a voice in the democratic election process. They are a part of our communities just like everyone else. There was a reason why NYC was the destination for millions of immigrants all over the world. It was a place that can change the lives of so many families simply seeking a better opportunity, and a better life. If NYC forgets this part of it's past, it will never achieve what it can be in the future.

I completed a Jesuit Volunteer Corps year in Phoenix, Arizona living on \$85 a month working and living with the homeless. I spent a ton of time on the United States – Mexico border. I will protect immigrants and continue to ensure the Statue of Liberty stays true to herself in allowing non-citizen New York City residents to vote. I would only ask they follow the same residency procedures. For instance, a non-citizen would have to have lived in New York City for a period suitable to qualify for them as an election. I will champion the fight for the undocumented and non-citizens.

9) Do you support any campaign finance reforms for NYC? If so, please describe.

Yes. I do not believe in the 8 to 1 finance matching and I believe we need to standardize the entire process to allow for anyone to run for office. We need to take the money out of politics. I am an outsider with no wealth but capable and intellectual competent to fight for campaign finance reform.

10) Now that the State government has passed the Reproductive Health Act, what steps would you have the Council and City Hall take to increase reproductive healthcare access, including maternal healthcare, and to do so equitably?

I want to be thoughtful here and bring together all the major stakeholders on the Reproductive Health Act. I believe Maternal healthcare should be accessible, free, and equitable for everyone. Out of all the issues, this issue I want to be careful and delicate about hearing from all New York City stakeholders. A women's body is a women's body and we must ensure the best standardized practices to ensure the health after women make their respective decision.

11) The MTA is facing a significant revenue shortfall and many parts of the city lack access to reliable public transportation. What measures would you implement and/or enforce, to promote safe, efficient, and accessible transportation options for mass transit users, pedestrians, cyclists, and drivers in Brooklyn and in the City as a whole?

The MTA is absolutely an essential part of NYC, and without it, the City cannot function effectively, or possibly at all. Helping the MTA get the capital it needs to help with the revenue shortfall of covid will be a major priority.

For all residents in Brooklyn, and the city as a whole to have access to safe, clean and reliable, this is going to also take capital investment in infrastructure projects. I will work with the financial sector to get the capital investment the MTA needs to invest in NYC, and expand its presence and services. Investors will see a long term return on their investment from a profit share agreement with the MTA, NYC government, and it's financial benefactors.



Technology. Technology. Technology. We need tons of technology built into the MTA to start slashing fractions of a dollar in regard to the cost of the MTA. I would work with Secretary Pete Buttigieg via my relationships with the Biden campaign and come up with a comprehensive MTA plan.

12) How would you ensure fairness in employment, salary, workplace conditions, and promotion? What is your position on strengthening and increasing access to union membership?

My father was a 32 BJ building maintenance worker for 30 years. I grew up working and living in the basement of a building on 64<sup>th</sup> street. My two uncles are in the union. I believe this is another issue where we would need a transparent collaboration. I don't believe we are leveraging the tools of our time. I would work with unions to develop a technological roadmap to increase access to union membership.

13) How would you ensure that underserved communities receive fair and equitable treatment from city government? What policies do you support that would level the playing field for historically marginalized groups?

Systemic racism has an influence on every aspect of life in New York City. The generational wealth gap is the root of the problem. We must have economic equality for all citizens and this is a step in the right direction.

I am adopting the Never Forget Birthright fund, which is a program of inclusive capitalism. We would give every single child in New York City \$6,750 as an investment asset into low-cost index funds. With an 8% annual equity return, after 65 years that \$6,750 would become \$1 million with tax-free compound interest. After 75 years it would be over \$2 million.





14) What policy and practice changes are needed for NYC government to ensure sufficient quality housing that actually is affordable for existing residents in Brooklyn neighborhoods?

Affordable housing in NYC historically has not been truly affordable for a major portion of the NYC population. All NYC residents deserve the right to have an affordable home, or apartment for rent, or ownership. I will start an initiative to bring forth major construction projects of true affordable housing units for the middle class, working families, and disenfranchised communities. This will create jobs, provide contracts to industrial, and infrastructure manufacturers that are located in NYC, stimulate the economy, and most importantly create high quality housing that all NYC residents can enjoy.

15) What policies would you pass or enforce to ensure public housing/NYCHA repair, upkeep and security, and access to alternate housing and services when lacking essentials such as heat, gas and hot water? What is your position on “privatization” of public housing/NYCHA, and on City government sale of public housing “open areas” (outdoor seating & recreation plots) and air rights to private developers?

Public housing/NYCHA is an extremely important division for NYC. They deserve the same security, and technology as luxury highrises. They also need to be maintained, cleaned, and sanitized on a more frequent basis.

The rules for heat, gas, and hot water needs to be increased dramatically, to improve the health and quality of life for the residents at Public housing and NYCHA. They need to be treated like they are, a client. If the client is not happy and being treated fairly, that building may lose its contract with the city to another building.

I would not privatize public housing/NYCHA, that would only cause mass displacement. I would also not permit the sale of public housing open areas.

I would not be against selling air rights to private developers as long as the price is fair, and the money is used to benefit public housing/NYCHA directly.

In short, the entire system needs to be overhauled due to systemic racism. Redlining is a real problem and the decline of the garment industry has really hurt us.

16) Given the City's Covid and post-Covid economic crisis, how would you approach your role in addressing the city's carceral system, including the plan to close Rikers?

**The Never Forget Birthright Fund.** We would provide every New York City child with \$6,750 as an investment asset into low-cost index funds. With an 8% annual equity return, after 65 years that \$6,750 would become \$1 million with tax-free compound interest. This is to fight the generalist wealth gap challenge.

**Launch the New York City Department of Rehabilitation Education (NYCDORE)**

**Empathy Education Training.** As an example, a 10,000 square foot virtual reality empathy lab for judicial discretion training.





**Second Chance Farms.** Invite formerly incarcerated persons to work an urban farming facility through a new development in a qualified opportunity zone. This is already established in Pennsylvania.

Invite **Homeboy Industries** to open a headquarters in New York City.

**Design a non-bias algorithm for pretrial risk assessment on "Returning Citizens"** I believe the current risk assessments in California and Washington D.C. have a racial bias and we would need to develop an entirely new algorithm.



# BAIL SYSTEM REFORM

WHERE DID WE HISTORICALLY GO WRONG AND HOW CAN WE FIX IT LONG-TERM?

**EDDIE CULLEN**  
FOR NYC

Bail Reform is one of many issues associated with the true core problem.

## ECONOMIC INEQUALITY



The 8th Amendment of the Constitution states that excessive bail shall not be required, nor excessive fines imposed, nor cruel and unusual punishments inflicted. We must create balance in eliminating greed out of the judicial system, provide fundamental protection to those being exploited for profit, and directly confront the generational wealth gap. Our bail system is a product of long term inequality. Other examples are predatory lending, redlining, and voter right suppression.

For instance Robert Smith's 2% plan for corporations to allocate 2% of their total annual revenue to invest in underserved communities. My main solution for bail reform would focus on solving long-term economic inequality.

I have adopted the Never Forget Birthright Fund, which is a program of inclusive capitalism which would give every single child **\$6,750** as an investment asset into low-cost index funds. With an 8% annual equity return, after 65 years that **\$6,750** would become **\$1 million** with tax-free compound interest. After 75 years, it would be **\$2 million**.



### CREATE THE NEW YORK CITY DEPARTMENT OF REHABILITATION EDUCATION (NYCDORE)



Agency to integrate different educational programs and assessments



Overseen by the City of University New York



### EMPATHY EDUCATION

NYPD Training



Judge Training



Criminal Training



Mental Health Training



### SECOND CHANCE FARMS

a. I would invite formerly incarcerated persons as our farm workforce and provide them with mentoring, life skills and job training. We would change terminology from former inmates to "returning citizens". Inmates would spend four months where they receive a pay raise and full benefits and receive continual mentoring and training to learn business skills.

SECOND CHANCES FARM



### HOMEBOY INDUSTRIES

a. Invite Homeboy Industries to open a headquarters in New York City

b. They are the largest gang rehabilitation and re-entry program in the world. For over 30 years, Homeboy has stood as a beacon of hope in Los Angeles to provide training and support to formerly gang-involved and previously incarcerated men and women, allowing them to redirect their lives and become contributing members of our community.

### DESIGN A NON-BIAS ALGORITHM FOR RISK ASSESSMENT ON "RETURNING CITIZENS"



California and Washington D.C. have implemented a risk assessment algorithm to replace the bail system providing the judge with authority to determine whether a "returning citizen" is dangerous or not then they would set bail.

I believe the risk-assessment algorithm would be discriminatory in nature because the data sets would be skewed with biased data. For instance, if we used data sets from wrongly incarcerated individuals and/or districts with redlining.

I agree with Artificial Intelligence ethics expert Timnit Gebru who spoke about racial biases in AI. Recently, she was fired from Google for her stance. She is a community leader of one of my projects - the Harlem Tech Summit.

We need to design a pretrial assessment algorithm from scratch with multiple stakeholders, such as the formerly incarcerated, judges, criminal lawyers, social workers.

Working with the data, my hope would be to have different rehabilitation programs offered through the newly established NYCDORE.



16) Describe your vision for public safety in New York City? What, if any, functions would you like to see removed from the police department? What agencies assume the functions removed from the NYPD?

Of the entire 35,783-member police force in 2020: 47% are white and 53% are members of minority groups. Of 23,464 officers on patrol: 43% (10,162) are non-Hispanic white. 57% (13,302 are Black, Latino (of any race), or Asian or Asian-American. They are one of the most diverse organizations in New York City.

Public safety is an absolute imperative for New York City. All New Yorkers have the right to security. Without a trained, and adequately funded police department, that can serve and protect, and prevent, stop or solve crimes, security in NYC will not exist. Whatever your political views are, that is just reality. Terrorism is a major threat in New York City.

However, the NYPD are forced to be the first responders too often to events where no crime has been committed, or at threat, such as mental health issues. Mental health occurrences should be handled by mental health, and healthcare professionals.

Also, we need to remove the quota system for the NYPD. This causes an excessive, negative interaction with the NYPD, and the NYC population.

We also need more recruiting throughout NYC for the NYPD to create more diversity and give New Yorkers from all communities have the honor to protect and serve the communities they are from.

In the last major pandemic in 1918, Jimmy Walker introduced what is known as "Walker Law". It is the law that legalized boxing. A key feature of the Walker Law was that everyone involved in a boxing match. This included but was not limited to the judges, referees, ring doctors, matchmakers, managers, and even the boxing commission who regulated matches. The Walker Law became the template for boxing nationwide.

We need a modern day "Walker Law" for engagement between the community and police. I would propose a six-month 100% complete transparent collaboration among community and police across all five boroughs. We need every stakeholder: police, community, protestors, the incarcerated, judges, and more. Every piece of information will be transparent and well thought out.

I would not support cutting NYPD funding for one simple reason: Terrorism. On 9/11, I had family and friends killed by terrorists. People jumped off burning buildings, were trapped on floors, and faced the worst circumstances that no human should ever experience. If we defund the police, and God forbid anything like this would happen again, then no one would be able to help. Think about if you were trapped in a building and no one came to save you. New York City is a target of terrorism. I have true horror stories to share because I lived it.

I have a comprehensive empathy education plan for NYPD engagement with the community. This includes a 10,000 square foot virtual reality lab to simulate experiences in the community. We need officers to feel what it is like in the community.

I don't feel we need to reallocate funds towards services and social programs. I think my economic plan will generate enough money and capital for it all to be funded appropriately. We always jump to lets take money away as a solution.



Let's really get into this problem and solve it. Hold everyone accountable.

In closing:

1. We will have Law and Order.
2. We will have accountability. If a police officer does something illegal and show misconduct, they will be fully prosecuted of the law. If a community member does something illegal and show misconduct, they will be fully prosecuted of the law.

17) Do you support changes to the ULURP process and to other NYC zoning mechanisms? If so, what specific changes do you support?

The entire process is convoluted. I would use my technology relationships ([www.techsummitseries.com](http://www.techsummitseries.com)) to develop a roadmap to ensure the process is more efficient for both the community and private sector leaders.

18) Do you have a plan to reduce and prevent homelessness in Brooklyn and NYC? Explain your plan.

I am working on a comprehensive proposal for the homeless. I lived in Phoenix, Arizona after college on \$85 a month to work with the homeless. I would create a similar location for the homeless with education, food, housing, and a job center. I would also personally teach some of those classes and regularly meet with the homeless to ensure they can get up on their feet.

My model would be a community investment model utilizing opportunity funds for investment into affordable housing, learning institutions, and homeless initiatives. There are more than 300 opportunity zone tracts across the 5 boroughs. We cannot take a traditional public or philanthropic approach.

Here is how it would be structured:

1. New York City, the community, and developer agree to partnership
2. New York City, the community, and developer identify list of philanthropic partners
3. Philanthropic partners allocate capital to purchase land for community and affordable housing/homeless zone development
4. Community gives land rights to developer for free to develop affordable housing
5. Affordable Housing developer builds part of the facilities for free
6. New York City helps curate senior debt lender (s) for real estate capital stack
7. Opportunity fund investor invests into opportunity fund equity into the capital stack
8. The affordable housing developer begins ground up construction
9. Community keeps all agreed upon facility assets
10. Affordable housing developer gets higher IRR because of philanthropic capital in the stack



The other two models I would introduce would be similar to these organizations:

- Second Chance Farms: I would invite the homeless as a workforce and provide them with mentoring, life skills, and job training. We would spend four months where they receive pay and full benefits while receiving continuing mental health support. We would create a public-private partnership model.
- Homeboy Industries: They are the largest gang rehabilitation and re-entry program in the world. For over 30-years, Homeboy has stood as a beacon of hope in Los Angeles to provide training and support to formerly gang-involved and previously incarcerated men and women, allowing them to redirect their lives and become contributing members of our community.