



DAVID PULLARA

FOR WARD 4 COUNCILLOR

>> Better Thinking for a Better Bradford >>

Show Your Work: Commitments, Not Promises

Official Election Platform for David Pullara,
Your Next Bradford West Gwillimbury Ward 4 Councillor

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Dear Residents of Ward 4:

I've spent my career telling my teams and my students the same thing: don't just give me your answer, show your work.

In business, that means ensuring there's solid data behind your proposal or recommendation. In the classroom, it means providing the reasoning behind your conclusion. Ward 4 deserves that same standard from the person who's asking to represent it.

What follows is my platform: what I'll vote for, what I'll push for, and what I'll champion if you elect me as your Councillor.

Every point is a commitment, not a promise.

These are things I will genuinely work to deliver as your Councillor, not empty promises that sound good before election day and quietly disappear afterwards.

I built this platform the way I approach every decision: by starting with the data, testing my own assumptions, and being honest about where a single councillor's vote ends and county or provincial jurisdiction begins.

When I disagree with how the Town currently does things, I'll say so directly. When I don't have the power to fix a problem alone, I'll tell you that too, and then tell you how I plan to work with my elected colleagues to get it done.

And once elected, I won't stop showing my work: every year, I commit to publishing a report on exactly how I voted, what I got done, and where I fell short.

Ward 4 deserves a councillor who shows their work.

Here's mine.



David Pullara

SHOW YOUR WORK

The Platform at a Glance

Seven commitments, not promises. Full detail starts on the next page.



1. Fiscal Discipline & Real Accountability

I will vote against tax and spending increases that don't come with clear, measurable performance targets and real consequences when those targets are missed. Every January, I will publish a full public Accountability Report showing exactly how I voted, what got done, and where I fell short.



2. Responsible Growth

Once elected, my Council pay will do more for Bradford: I will spend 100% of my net pay locally with Bradford businesses (with any unspent balance going to a local charity Ward 4 residents choose), and donate up to 100 hours of free consulting to help those businesses grow. I will also vote against developments that outpace the Town's ability to fund the infrastructure they need, so the cost of growth never lands on the taxes of residents already here.



3. Increased Community Safety

I will vote to fund traffic safety measures backed by real data, and to keep police staffing paced to match Bradford's growth. I will also push for speed calming tools that make our streets measurably safer.



4. Increased Support for Bradford Families and Youth

I will champion our library, vote to protect its funding from being an easy budget cut, and push to expand hours and activities for our teens. I will also work to attract new businesses to Bradford so our teens have more places to work part-time, and use my voice to help push the provincial funding needed to finally build the high school Bradford has already designed and zoned.



5. Better Transit

I will keep pushing for two-way, all-day GO train service for Bradford, the kind Lakeshore riders already get. I will also push to finish the parking expansion promised back in 2018, when the Town sold Metrolinx the land for exactly that purpose.



6. Enhanced Town Services

I will champion a new window clearing program that's free for seniors and residents with disabilities, push for better maintenance and public reporting at the Leisure Centre, and push the County to fix our patchy yard waste schedule.



7. Better Communication via Better Technology

I tested Bradford's AI chatbot myself, and found real gaps: no real handoff to a person, no way to follow up on a complaint you've filed, and no answers on past Council votes, even though that's public record. I will push the Town to fix all three, and hold it to the same standard of published results I'm asking of myself. I will also push to expand what it can do: multilingual support starting with French, Spanish, and Portuguese, and direct access to Council agendas so residents can stay informed.

1. Fiscal Discipline & Real Accountability

a. Fiscal Responsibility

- i. I will vote against any tax increase beyond inflation unless it is tied to a specific, measurable service or infrastructure commitment that benefits Bradford residents.
- ii. I will vote against any budget or spending increase that isn't tied to a demonstrable resident benefit.
- iii. I will vote against any major spending proposal that doesn't include a commitment to tracking key performance indicators (KPIs) developed to ensure the spending generates a strong and measurable return on investment for the Town, and an accountability mechanism that has real consequences if those KPIs are not met.

For major infrastructure and building projects, this could be enforced using contract-embedded financial penalty clauses for delays and cost overruns. For regular line items, this could take the form of a reduced budget or staffing level the following year.

b. Collaborative, Accountable Governance

- i. I will work to build genuine consensus on Council and collaborate constructively with fellow councillors and the Mayor. I oppose using Strong Mayor Powers to override the will of Council, because respecting Ward 4 residents means respecting the votes of the councillors they elected to represent them, not overriding those votes to unilaterally impose a different outcome. Where I believe a clear Council majority's position is being overridden rather than debated, I will use every legitimate means available, including public advocacy and coalition-building with fellow councillors, to make sure we are acting in the best interests of our residents.

c. Continuous Improvement

- i. I will push for Post-Implementation Reviews (PIRs) to be built into the approval of every major Town project going forward, and for every PIR to be a thorough, plain-language review, published at the end of each project, outlining what went well, what didn't, and how the results compared to cost and schedule expectations.

d. Publication of an Annual "Ward 4 Councillor Accountability Report"

- i. I will publish a report for Ward 4 residents every January that tracks my own performance, achievements, and efforts as your Town Councillor in the prior calendar year.
- ii. I commit that this report will include, at minimum, a progress against the commitments made in my election platform, a summary of how I voted on major decisions and the accompanying rationale explaining why (as well as my complete public voting record included as an appendix), the percentage of Council meetings I attended (and reasons for any I may have had to miss), the number of consulting hours donated under my *"100 Hours of Consulting for Bradford Businesses"* commitment (2c) and the businesses who have used these hours, and a summary of my personal spending as it relates to my *"Spend 100% of Net Council Pay Locally"* commitment (2d).

2. Responsible Growth

a. Strategic Economic Development

- i. I will use my professional network, retail strategy background, and marketing experience to help attract retail, dining, and entertainment establishments to Bradford; industries Bradford's own strategy says it's currently missing.
- ii. I will provide sharper scrutiny at Council's approval stage on major development and incentive agreements, ensuring the long-term impacts of these decisions are properly considered, and the tough questions are asked before contracts are finalized.

b. Farmland-Smart Growth

- i. I will vote to prioritize industry growth within already zoned and approved areas whenever feasible before expanding target growth areas further.
- ii. I will vote to grow retail and entertainment in locations adjacent to existing built-up areas, minimizing any impact on farmland and maximizing benefit for Town residents.
- iii. I will vote against approving any new developments that I believe outpace the Town's ability to fund and deliver the infrastructure it requires, so the cost of growth, whether through development charges, senior government infrastructure funding, or other growth-linked sources, never lands on the taxes of residents already here.

c. 100 Hours of Consulting for Bradford Businesses

- i. Over the four-year Council term, I will donate up to 100 hours of my time and professional expertise in marketing and retail to help local Bradford businesses address challenges limiting their growth.

Any legal business located in Bradford (or any Bradford resident with an online business) will qualify for up to 8 hours of my time (2 hours per year), booked via a special booking link I will establish for this purpose. Consulting hours will be allocated on a first-come-first-serve basis and happen "off hours" to not interfere with normal business operations.

- ii. If a business that has received my consulting services comes before Council for a decision, I will always disclose that relationship publicly, on record. If my existing relationship creates a real or reasonably perceived conflict of interest, I will recuse myself from voting, consistent with Ontario's municipal conflict-of-interest rules.

d. Spend 100% of Net Council Pay Locally

- i. I commit to spending 100% of my net Councillor pay in Bradford with locally owned businesses, franchisees, and service providers, ensuring the money the Town spends on my Councillor salary does even more for Bradford residents.
- ii. I will track every dollar and maintain every receipt, and a detailed summary of my local spending will be made available as part of my annual Ward 4 Councillor Accountability Report (1.d.ii.)
- iii. If, for any reason, there is an unspent balance at the end of the year (i.e. I have spent less locally than the net amount I earned in my role as Ward 4 Councillor), every dollar of that difference will be donated to a local Bradford charity, selected by Ward 4 residents by vote should the need arise.

3. Increased Community Safety

a. Roads and Traffic

- i. I will vote to fund traffic safety measures where the data supports them and they solve the real problem residents are facing, not simply because a measure appears in the Town's existing Traffic Mitigation Strategy. Where the evidence or resident experience says a part of that Strategy needs to change, I will say so and push to change it.
- ii. I will push for the Town to review traffic concerns at the times when the problem is actually happening, not whenever is easiest to measure, and for intersections to be reviewed as a whole, since sometimes fixing one problem in one spot can unintentionally create other problems elsewhere. I will also push to shorten how often a location that's already been reviewed can be looked at again: the current three-year gap is too long for a town growing this fast.
- iii. I will push for the Town to review yellow-light timing at every Red Light Camera intersection against established traffic engineering standards, and to extend it wherever it comes up short, so residents are ticketed for genuinely running a red light, not for an intersection that didn't give them enough time to stop safely.
- iv. I will not vote to approve the installation of raised devices that negatively impact emergency vehicles when other suitable calming tools are available. When a raised device is genuinely warranted, I will push for the Town to prioritize speed cushions over speed humps, since the Town's own Traffic Mitigation Strategy report shows they cost the same and don't disrupt emergency response times the way humps do.
- v. I will push for curves, medians, lane narrowing, and other speed-appropriate geometric designs to be built into new developments from day one, rather than retrofitted later at an increased cost after residents complain.
- vi. I will vote to approve whatever crossing-guard funding is required in 2027 to ensure our children are safe when crossing busy roads.
- vii. I will vote against any new Town capital project (i.e. sidewalks, parks, or public facilities) that doesn't meet full accessibility standards under the Accessibility for Ontarians with Disabilities Act (AODA), not just the legal minimum.



I'll vote to approve crossing-guard funding in 2027 to ensure our children are safe. This is an AI-generated image for illustrative purposes only.

b. Better Bylaw Enforcement

- i. I will push for proactive enforcement on clear safety violations and obvious bylaw infractions instead of primarily relying on residents to file complaints, helping residents avoid unnecessary confrontation with their neighbours.
- ii. I will advocate for Bylaw Enforcement to replace its current practice, an enforcement report presented to Council only once a year, with a public reporting system that releases the same information directly to residents every quarter: the volume and nature of complaints received, average call-response and time-to-resolution, and other pertinent metrics. Residents deserve real transparency and confidence that Town bylaws are being enforced, and that resident complaints are being handled in a timely manner, not just an internal annual briefing.
- iii. I will push for a review of existing bylaws to ensure they continue to be appropriate for our growing Town, that no gaps exist, and that they are clearly enforceable on a consistent basis. I will champion the idea that if a bylaw deserves to exist, it deserves to be enforced, and if it's not important enough to be proactively enforced, it may not be important enough to exist.
- iv. I will continue and build on the property standards and clean yards work Councillor Giordano has been doing with Ward 4 residents throughout his term. These complaints made up more than one in ten of all bylaw calls in Bradford in 2025, and while that number is trending down, I want to keep it moving in the right direction.

c. Ongoing Police Presence

- i. I will push for the funded 2026 South Simcoe Police staffing increase to be delivered.
- ii. I will vote to keep police staffing paced to match the Town's ongoing growth.



I'll vote to keep police staffing paced to match the Town's ongoing growth. This is an AI-generated image for illustrative purposes only.

4. Increased Support for Bradford Families and Youth

a. Champion the Library

- i. I will serve as a champion for the Bradford West Gwillimbury Public Library, not only as a Ward 4 resident, but also as a university educator who believes in the power of education and a published author with all five of my books currently sitting on those library shelves.
- ii. I will vote to protect core library services and personnel from being treated as an easy budget cut, because I strongly believe an educated community is a better community.
- iii. I will push (and vote to fund) an expansion of “The Library of Things” so residents can enjoy even more from the library, allowing them to spend less by borrowing items they might otherwise have to buy and reducing overall waste (from sharing useful items amongst multiple people versus having everyone purchase, and ultimately discard, their own).
- iv. I will push the Town to finish the pending agreement with the library board so it can invest its own reserve funds, instead of leaving roughly \$1.5 million sitting in a low-interest chequing account.
- v. I will push for an updated study to quantify what our library gives back to this Town in terms of education, community, and economic opportunity, something that we haven’t had since 2018. A library as good as ours deserves the recognition, and a proper study can be used to make a data-driven case for additional support to better serve our diverse and growing community.

b. Expanded Activities for Young Residents

- i. I will push to expand Youth Recreation Centre hours to include weekends.
- ii. I will work to attract new businesses and new jobs to Bradford so that our teens not only have places to go and things to do but also places to work part-time while they go to school.

c. Push for a New High School

- i. I will use my voice to amplify efforts already in motion for provincial capital funding, which is what’s standing between today’s overcrowded classrooms and a new high school that’s already designed and zoned.



I'll work to attract new businesses and new jobs in Bradford for your teens. This is an AI-generated image for illustrative purposes only.

5. Better Transit

a. Champion Better GO Train Service

- i. I will continue to push for GO Train expanded rail service on the Barrie line, with the goal of securing two-way, all-day service for Bradford residents similar to what is currently offered on the Lakeshore West line (between Union Station and Aldershot GO) and the Lakeshore East line (between Union Station and Oshawa GO).
- ii. I will push for completion of the parking expansion promised back in 2018, when the Town sold land to Metrolinx for this express purpose. While the Bradford GO Station recently saw real improvements, the added parking capacity still hasn't been delivered, and too many Bradford residents still struggle to find a parking spot on most weekday mornings.

b. Better On-Demand Transit Services

- i. When it's time to vote on the Town's long-term transit contract, I will not vote to approve any proposal that does not include tracking of (and real accountability for) the wait-time, reliability, and pickup-accuracy metrics Bradford residents deserve. I will also work with all parties to develop and approve a sustainable funding plan as provincial support tapers.
- ii. I will advocate for a pilot of Sunday and holiday on-demand transit service to determine if enough demand exists for these extended hours to become permanent.



I will push for two-way, all-day GO train service from Bradford to Union, and for the completion of the parking expansion promised in 2018 so residents have an easier time finding parking. This is an AI-generated image for illustrative purposes only.

6. Enhanced Town Services

a. Champion Windrow Clearing Services

- i. I will champion the development of a windrow clearing services initiative, designed to be revenue-neutral, that provides free windrow clearing for verified seniors and residents with disabilities.
This program will allow other residents to opt in to have their windrows cleared for a fee calibrated to cover the cost-of-service delivery and subsidize the senior/disability program, so the initiative is designed to add no net incremental cost to Bradford taxpayers. The opt-in portion of the program will be delivered through a simple annual opt-in registration, not added to property taxes, and capacity for this program will be capped based on what the Town's plow routes can realistically absorb each season.

b. Improved Maintenance & Accountability at BWG Leisure Centre

- i. I will vote to raise maintenance standards at the BWG Leisure Centre through greater investment in scheduling.
- ii. I will champion the development of a trackable resident complaint/reporting process with a ticket number to help ensure complaints are handled in a timely manner.
- iii. I will push for key metrics (like complaints received, issues resolved, time to resolution, etc.) to be published annually so Bradford residents know their feedback is being taken seriously.

c. Optimized Yard Waste Pick-Up Schedule

- i. I will push for the County of Simcoe to redistribute the Town's existing yard waste collection dates more evenly across the year so that residents don't have gaps that leave them without any yard waste collection in June, August, and September, and so no collection date is wasted in December (when there's rarely any yard waste left to collect in Canada).

I will not ask for additional funding: I will push for smarter scheduling of the 11 collections already budgeted per year so that residents have at least one pickup each month from April to November.



I will champion free Windrow clearing services for seniors and residents with disabilities, and an optimized Yard Waste pickup schedule that ensures at least one yard waste pickup each month from April to November. This photo is an AI-generated image for illustrative purposes only.

7. Better Communication via Better Technology

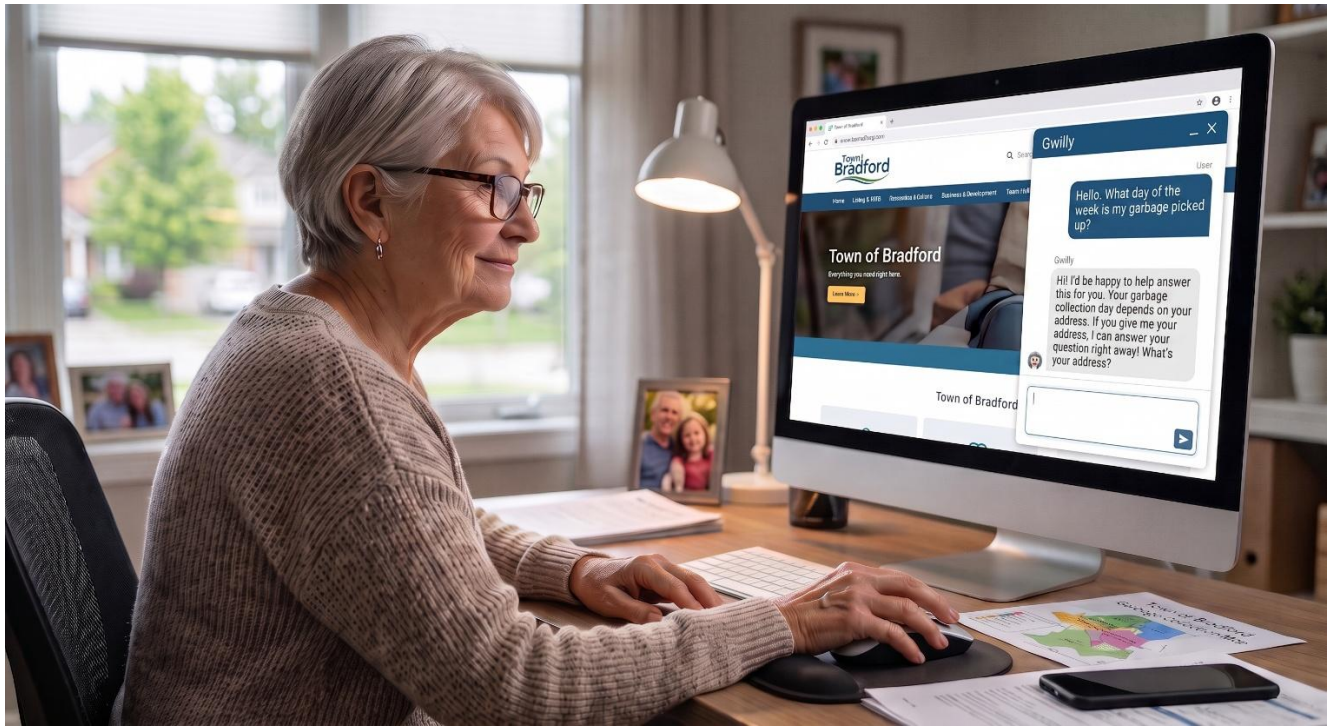
a. A Better AI Chatbot for Residents

- i. I will champion expanded capabilities for Gwilly, the Town's AI chatbot, to better serve residents: expanded language capabilities (starting with French, Spanish, and Portuguese) for residents more comfortable communicating in another language, and having Gwilly be able to access and share information about Town Council agendas and meeting notes directly, so residents can easily stay informed about what's being discussed and decided at Council meetings.
- ii. I will push for the Town to fix what I found when I personally stress-tested Bradford's existing AI chatbot: the ability to capture a resident's concern for follow-up instead of just directing them elsewhere, a real handoff to a person when it can't adequately address a resident's question, the ability to answer how a Councillor voted on specific Council decisions (already part of the Town's public record, but currently unable to be accessed via the chatbot), and the same commitment to publishing results on its own performance that I'm asking of the Town, and of myself, everywhere else in this platform.

Gwilly currently does a good job of providing basic facts. But real gaps remain. Ask for a real person, and it hands you a phone number instead of connecting you directly. File a complaint, and it can't tell you how many similar complaints have come from your own neighbourhood, and once an investigation starts, it won't give you a status update either. It only replies in English, even when asked a question in French. And when I asked how a Councillor voted, on two separate past decisions, it couldn't tell me either time, even though that's part of the Town's public record, the same way it can't answer basic questions about its own oversight and performance.

b. AI-Assisted Town Council Meeting Summaries

- i. I will champion the implementation of AI-assisted notetakers to accurately summarize Town Council agenda packages and meeting recordings, so residents can understand what's being discussed and decided each month without reviewing hundreds of pages of documents or hours of video.



An illustrative example of how a Bradford resident might better interact with Gwilly, the Town's AI chatbot. Today, if you ask Gwilly about your garbage pickup schedule, it sends you to a webpage to look it up yourself. But it would be much faster for you if Gwilly could access and provide this information directly. This photo is an AI-generated image for illustrative purposes only.

On October 26th, don't forget to vote...



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Questions? Comments?

Let's connect!

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