

2025 Farmers Branch Candidate Questionnaire Responses

What is your name?

Question	Lilia Martinez	Lupe Gonzalez
Professional/Business Background	I work as a transactions specialist at JPMorgan Chase.	Preschool Teacher
Years in Farmers Branch (District)	2 years in Farmers Branch District 1	28 years
Motivation to Run for City Council	I care deeply about the future of Farmers Branch. This is where I chose to raise my family, and I want safe neighborhoods, thriving businesses, and strong infrastructure. I believe city government should be transparent, responsive, and focused on solutions that improve the quality of life for all residents.	I am running because District 1 needs representation from someone who truly understands the daily lives of working families. As a mom raising four children, a preschool teacher, and a longtime volunteer in our schools, I see the challenges families face every day, from safety and affordable housing to keeping taxes manageable. In office, I hope to bring practical, thoughtful solutions that reflect the needs of families in our district: safe streets, vibrant community spaces, and policies that kee
Business Attraction Strategies	The most effective strategies are proactive outreach, strong infrastructure, and creating walkable, attractive corridors. Partnering with chambers, maintaining a business friendly environment, and revitalizing underused areas with mixed-use development will keep Farmers Branch competitive.	The best way to attract new businesses is to keep Farmers Branch family-friendly, safe, and affordable. Businesses want strong neighborhoods, good schools nearby, and a city that values them as partners. Investing in our commercial corridors with beautification, walkability, and flexible zoning will help bring life back into underused areas.
Balancing Incentives and Fiscal Responsibility	Incentives should be targeted, transparent, and tied to measurable community benefits like jobs or reinvestment. The city must weigh short-term support against long-term fiscal stability to ensure taxpayers see a return on investment. I believe, the return should be more that what is was given by the city.	Incentives should be used carefully and with accountability. I support offering abatements or grants only when they deliver long-term value for our city, like good-paying jobs or reinvestment in neglected areas. We can grow while protecting our tax base by requiring transparency and measurable results.
Infrastructure Priorities	Safety and reliability should always come first. Repairing roads, water, and sewer systems that affect daily life. Planning ahead with phased upgrades will reduce costs and avoid like emergency repairs.	Water lines, sewers, and roads directly affect health and safety, so they should come first. Recent issues with drinking water show why we can't delay replacements. After core needs are met, the city should prioritize sidewalks, parks, and lighting to

		support safe, connected neighborhoods.
Funding Infrastructure Improvements	I would take a balanced approach: using state or federal grants when available, responsibly leveraging bonds, and seeking public or private partnerships. Careful budget allocation should ensure core needs are met without overburdening taxpayers.	We should first seek grants and federal or county partnerships to reduce the burden on taxpayers. If bonds are needed, they must be transparent and tied to essential projects. Public/private partnerships can also help in areas like redevelopment and community spaces.
Property Taxes and Fees	Decisions should be guided by fairness, transparency, and sustainability. Tax rates must remain competitive while still funding essential services that support residents and businesses.	Taxes and fees should be fair, predictable, and not put unnecessary strain on families or small businesses. Any changes must be transparent, explained clearly, and balanced with the need to fund essential city services like safety and infrastructure.
Transparency for Businesses	If we use clear communication, continually update online tools, optimize streamlined processes and provide upfront information on timelines, costs, and requirements, we will continue building trust and stability, and we can ensure the transparency and predictability business need from the city.	Clear communication is key. Businesses should be able to find fees, deadlines, and requirements easily online and get consistent answers from city staff. Transparency builds trust and helps owners plan for the future without surprises.
Improving the Permitting Process	I would digitize and simplify applications when needed, set predictable timelines, and offer clear guidance to small businesses so they can focus on growth instead of paperwork.	Permitting should be clear and efficient. I'd like to see more online tools, quicker turnaround for small projects, and staff trained to guide business owners step-by-step. Reducing delays means businesses can open their doors and contribute faster.
Balancing Regulation and Growth	Regulation is necessary for safety and quality of life, but should not be excessive. I would balance this, by streamlining inspections, modernizing codes, and reducing unnecessary delays to protect public interest while supporting business growth. I would even be in favor of deregulation if something is proven to be obstructive or restrictive to growth.	Regulations protect safety, but we should avoid unnecessary red tape. I'd support reviewing codes regularly to keep them updated, simplifying signage and inspection processes, and creating a fair appeals process when rules cause unexpected hardships.
Public Safety and Business Environment	Public safety is foundational for business success. A strong police and fire presence ensures employees, customers, and investors feel confident in our city.	Safe neighborhoods and business districts go hand in hand. The city must keep police and fire well-staffed and responsive while also supporting community partnerships that build

		trust. Safety is a shared responsibility between the city and residents.
Collaborating with Businesses on Safety	The city should work with businesses on lighting, security cameras, code enforcement, and community policing partnerships to enhance safety and reduce risks.	The city can work with businesses by improving lighting, enforcing codes fairly, and supporting community policing. Collaboration builds safer spaces for workers, customers, and families while also reducing crime before it starts.
Traffic and Mobility	I would prioritize smart traffic management, improve road maintenance, and coordinate with regional agencies to ease commuting and delivery routes.	Traffic near major corridors is a real challenge for commuters and businesses. The city should coordinate with Dallas and regional planners on better traffic flow, maintain roads, and look at safe alternatives.
Public Transit and Connectivity	I think we could invest in DART connections, bike lanes, and pedestrian-friendly infrastructure. That supports businesses by giving employees and customers more options to access them.	Public transit, sidewalks, and bike lanes make our city more accessible for everyone—from workers commuting to kids getting to school. Investing in these options also supports local businesses by bringing in more customers without adding to traffic.
Parks, Open Space, and Beautification	Well-maintained parks, open spaces, and attractive corridors enhance quality of life, attract families and talent, and make Farmers Branch appealing for investment.	Green spaces and landscaping make Farmers Branch more attractive to both families and businesses. Well-kept parks, trails, and medians send the message that this is a city that invests in quality of life, which also attracts new investment.
Cultural and Recreational Partnerships	The city should seek partnerships with nonprofits, schools, and cultural groups. It can help to expand recreational and arts opportunities, enriching community life and boosting local business traffic.	Cultural and recreational programs bring people together and support local businesses by drawing visitors. The city should partner with nonprofits and local groups to expand arts, festivals, and environmental programs that showcase our community.
Supporting Small Businesses	The city should provide access to resources, training, and emergency relief programs, as well as help building strong networks and mentorship opportunities that can help entrepreneurs weather challenges.	Small businesses are the backbone of Farmers Branch. During hard times, the city can help by offering flexible payment plans, connecting owners with grant opportunities, and creating mentorship programs to guide startups through tough periods.
Technology, Data, and Innovation	I think, the use of digital platforms for permitting, service requests, and smart infrastructure, save money and make city services more efficient and user-friendly.	Smart infrastructure and online tools can save money and improve service. From digital permitting to better data on traffic and water use, innovation can help our city stay efficient and make life

		easier for both residents and businesses.
Preferred Business Sectors for Growth	I would like to encourage a balance of technology, professional services, healthcare, light manufacturing, and small businesses to strengthen and diversify our economy.	I'd like to see growth in sectors that bring stable jobs and align with family life—like light manufacturing, services, healthcare, and small tech. These industries diversify our economy without overwhelming our neighborhoods.
Redevelopment of Aging Properties	I view them as an opportunity to encourage reinvestment with zoning flexibility, streamlined approvals, and targeted incentives for projects that create jobs, enhance walkability, or improve the city's character.	Underused properties are opportunities. The city should encourage owners to reinvest through flexible zoning, façade improvement grants, and partnerships that turn empty lots into vibrant spaces for housing, retail, or community use.