

How PFW Selects Candidates to Support

The PFW PAC evaluates candidates for public office based on indications of their ability to uphold certain traits we consider key to effective, trustworthy elected officials. To that end we value candidates that:

1. Convey strong personal character,
2. Possess sound judgment,
3. Project an ability to be an effective team player with a positive attitude,
4. Exhibit good communication skills,
5. Support insightful "smart progress"* improvement initiatives.

*"smart progress" is a term that refers to new approaches to fulfilling city requirements that add value for all citizens while adhering to City Charter and Master Plan provisions.