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For Immediate Release

Local Couple Urges ‘Yes’ Vote On Brighton Ballot Proposal

On August 7th, the voters in the City of Brighton will get to decide on a ballot proposal which would allow the city council to increase taxes to pay for street infrastructure. Lesa Doa, and her husband Jordan Genso, have created a “vote yes” campaign in support of the proposal.

“There is no question the streets need to be fixed,” Doa said, “and we feel that the city has done an admirable job identifying the best option available for resolving the problem. We intend to live here for many years as we raise our young daughters, and the longer we wait to make the needed investments, the more it will eventually cost, so it’s fiscally responsible to address the situation now rather than kicking the can down the road.”

“The choice is clear,” Genso added, “a ‘yes’ vote is to fix our streets, while a ‘no’ vote is to allow them to continue deteriorating. Since we are currently on an unsustainable path, we have a duty to get us back onto sustainable footing. Rather than being in a state of ‘managed decline’, I want to see us begin ‘gradual improvement’, and this ballot measure is the only feasible way for the city government to get us there.”

“I grew up in Brighton,” Doa added, “and I have pride in this city. But if we ignore this problem, our streets will reach a state of embarrassment.”

Genso said that as a local Realtor, his clients often consider the condition of the roads in a neighborhood when considering where to purchase. “Like everyone else, I’m not thrilled about needing to pay more in property taxes, but I recognize the eventual decrease in our property values from being located in a city whose infrastructure has crumbled will cost us much more than the extra \$30-\$40/month we’ll be paying to rebuild our streets.”

The couple's campaign includes yard signs advocating "Vote Yes For Streets" placed around the city by supporters of the proposal, as well as going door-to-door to discuss the issue with their neighbors. "We're encouraging everyone to participate in the election next Tuesday, even those who intend to cast a 'no' vote, but when we come across someone who has indicated opposition to the proposal, we ask them to explain to us how they'd prefer to see our streets repaired if the proposal fails, and we've yet to come across a 'no' voter who has a viable alternative. All we ask them is to consider casting a vote that solves the problem rather than pretending it will go away on its own, and a 'no' vote solves nothing."

Lesla Doa is a 2003 graduate of Brighton High School whose family owns both residential and commercial property within the city. Jordan Genso is a Realtor with RE/MAX Platinum in Brighton and serves on the Brighton District Library Board. They purchased their current home in July of 2015.

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