City of Asheville
City Council Vacancy Application Form

Your name: Brian Loftus Home Phone #: 214-675-0664

Street Address: 6 Pheasant Drive City: Asheville Zip Code: 28803

Mailing Address (if different): _____

Employer: Norman Regional Health System

Position: Strategic Planner Office Phone # _____

Resident of City of Asheville (required): ● Yes ☐ No

Registered Voter in the City of Asheville (required): ● Yes ☐ No

Race: Caucasian Sex: Male Age: 34

Residence location (check one) Central ____ North ● South ____ East ____ West ____

Additional Information Required:

1. Resume
2. ½ page response to the essay questions below: (not attached)

eSigned via SeamlessDocs.com
Brian Loftus
Key: 906995faaf0d01d33d35162fad62ad3f

Applicant Signature
Date: 08/20/2020

All applications and attachments must be
Returned by **Noon, Thursday, August 20**, 2020 to:

Maggie Burleson, City Clerk
PO Box 7148
Asheville, NC 28802
Email: mburleson@ashevillenc.gov
Phone: 828-259-5601

6 Pheasant Drive
Asheville, NC 28803
214.675.0664

Brian Loftus

Brian.Loftus18@gmail.com

Employment

Norman Regional Health System March 2018 – Present
Strategic Planning Specialist

- Lead cross-functional teams for health system and service line initiative success
- Facilitate quarterly strategic plan reviews to track plans, milestones, and deliverables
- Lead and facilitate the strategic planning process for the development of annual service line strategic plans
- Collaborate with health system leaders to develop and implement strategic initiatives
- Developed pro forma and business plan for new outpatient imaging center with capital investment of $2 million
- Developed business plan for new laparoscopic towers with capital investment of $2.6 million
- Leverage claims-based analytics tool to identify market opportunities
- Participate in system-wide Plan-Do-Study-Act process improvement initiatives

INTEGRIS Health February 2013 – March 2018
Strategic Planning Specialist

- Developed and managed the Physician Loyalty Program resulting in a 32% reduction in referral outmigration among employed primary care physicians over three years
- Served as an internal consultant on health system strategic initiatives and opportunities
- Developed and presented comprehensive assessments of markets, service lines, and competitors for health system leadership
- Provided intelligence and analysis of market trends for the annual system strategic plan
- Assisted the System Director of Strategy Development with the facilitation of hospital strategic planning sessions
- Managed the due diligence process for joining the Mayo Clinic Care Network

Health for Friends Community Health Center October 2011 – February 2013
Business Development Manager

- Wrote the Federally Qualified Health Center New Access Point grant application
- Contracted the health center and clinical providers with Medicare and Medicaid

Honors/Activities

- American College of Healthcare Executives
- OU Master of Health Administration Student Mentor
- Leadership Moore Class XXII
- Norman Chamber of Commerce Norman Next
- Early Risers Toastmasters Oklahoma City Vice President, Treasurer
- Oklahoma Hospital Association 2010 David J. Falcone Student Achievement Award

Education

University of Oklahoma Health Sciences Center August 2009 – May 2011

- Master of Health Administration

University of Oklahoma August 2004 – May 2008

- Bachelor of Arts Political Science

The following questions may be answered directly on this form, or responses uploaded as attachments upon form submission.

1. **With the death of George Floyd the country was thrust into a new civil rights movement. Policing in America was scrutinized even more and even here locally reparations were passed. Please explain if you believe that systemic racism and oppression exist, if yes do you or do you not support reparations and what it all means in the context of equity and Inclusion.**

Systemic racism has existed for generations in this country, and as a result, oppression has occurred. People of color continue to face undue hardships which prevents improvements in health, housing, and economic standing.

I do support reparations to remedy decades of oppression for people of color. Access to capital such as interest free loans or land are possible measures to increase the wealth of communities of color.

While people of color may not comprise a significant portion of the Asheville population, their voices need to be heard and understood. No single group maintains a monopoly on good ideas for strengthening the community. A variety of thoughts from individuals with different backgrounds, whether it is race, ethnicity, or education, is necessary to improve the overall community and create a richer place to live, work, and play.

When Asheville becomes more equitable and representative it will be able to fully realize its potential as an inclusive, progressive city. Improving the lives of the minority population is not a zero sum game and will not be achieved at the expense of other groups.

2. **Do you support Black Asheville Demands call for defunding the APD by 50%? If no, please explain why and if yes, what sort of timeline do you envision to reach that goal?**

I support intensely scrutinizing the Asheville Police Department's $29 million budget. I believe the militarization of the police has created a barrier, perceived and real, between them and the community they swore to serve and protect. Any funding reduction to the APD should be directed to a fund that supports minority owned businesses, education, and access to affordable housing. Nuisances exist in everything and a blanket reduction of 50% needs to be thoroughly researched to understand what would be its impact on the community.

The process to determine the adequate funding level for the Asheville Police Department should take no longer than 18 months to allow for studies to be conducted and opportunities for public input.

3. **Explain why you want to serve on City Council.**

I want to serve on the city council to improve the community. The inner workings of the city and local government are very interesting to me. As a recent transplant to the area, I believe I hold a unique perspective of the city. Additionally, as a South Asheville resident, I contend it is important to have representation from this section of town. As a millennial, my views have been shaped by different life experiences and I believe that makes me a strong candidate for city council. My generation needs representation in local government to have our voices heard and reflected in the way the city is managed.

4. **If selected, how do you plan to communicate and work with the other Council members? To help us understand, please give examples of your working collaboratively in the past.**

My goal as a fellow city council member is to establish an open dialogue with each member. I would meet individually with each member to gain an understanding of their story and their priorities as a representative of the city. Moreover, I would meet with the other members on a regular basis to continue progress on initiatives.

In my career as a hospital strategic planner, I meet one-on-one with leaders throughout the organization and create a conversation to move toward mutual goals. I seek to understand first and then find common ground. I make myself available to them to problem solve and collaborate on various projects.

One of my main duties was to assist with the planning for the consolidation of two acute-care facilities at one campus and build a new free standing emergency department in the market.
I helped facilitate community focus groups informing citizens of the health system's expansion, particularly its impact on the neighborhoods in the proximity of the campuses. In this venue I learned from community members about which issues were important to them, not only in regard to the health system's plans but the city overall, and incorporated the feedback into the expansion plans.

Additionally, last year I participated in Leadership Moore which introduced me to city government, public safety, public school system, and community life in Moore, Oklahoma. Through the program I was able to engage with community leaders and a diverse group of professionals and learn more about the critical issues facing the town and potential solutions.

5. **What do you consider the most pressing problem, need, or cause for the citizens of Asheville today? How would you approach its resolution or champion the cause?**

Affordable housing is the most pressing issue facing the community. I would champion the measures such as rent and mortgage credits to increase access to housing for individuals and families at and below a determined income level. Measures similar to providing first-time home buyers with credits for down payments is a step in the right direction and a policy I would fully endorse. Home ownership is a channel to develop wealth and build community. Additionally, the city should encourage home renovation through a reimbursement scheme. Funds for these programs could be derived from the Asheville Police Department's budget reduction.

An increase in affordable housing should make the community more attractive to business outside the tourism industry. If Asheville becomes more attractive to businesses the economy could diversify and bring in different types of employment. This would also strengthen the city's funding sources by not relying as much on tourist related tax revenue.