

Candidate Statement

Reuben D. Holober

Occupation: Fiscal Analyst / Parent

Age: 36

Education and Qualifications:

I was elected to the Millbrae City Council in 2013 and reelected in 2018. I served as Millbrae Mayor twice. As a lifelong Millbrae resident, I am blessed to have been shaped by a caring community. I want to ensure that our city stays that way for generations to come, as my wife Amy and I raise our two-year-old son Nolan here. My vision has always been to position Millbrae as a competitive economic center while maintaining our small-town feel and quality of life.

I stepped down from the City Council in 2022 due to term limits. Numerous community members urged me to run this year. With the recent recall of two Councilmembers, and two others ineligible to run this fall due to term limits, there is a leadership void in Millbrae. I decided to step up again because more than ever, Millbrae needs a Councilmember who is ready to serve on Day One without on-the-job training.

I am running to build on my record of results during two terms in office. During that time, the Council increased police funding for additional traffic safety and downtown foot patrols, as well as license plate readers, which are deterring property crime. Additional officers are still needed, and I will prioritize public safety in budgeting.

Responsibly planned redevelopment near the transit center is key to attracting businesses, providing critical income to strengthen public safety services and modernize our infrastructure. I negotiated with developers to ensure that the projects benefit Millbrae residents. This increased funding for the new Recreation Center while creating several hundred local jobs and affordable housing. I will continue to pursue projects that are wins for the community. However, I will oppose projects that are detrimental to Millbrae, such as the County's plan to convert the La Quinta Inn into homeless supportive housing, as the revenue loss would threaten City services.

I earned a Master's Degree in Public Policy from University of California, Berkeley and work as a Budget Analyst for the City and County of San Francisco. As a Councilmember, I used that analytical lens to ensure quality Millbrae services and prevent wasteful spending. I will continue working hard to preserve Millbrae as a great place to live.

I'm honored to be endorsed by Assemblymember Diane Papan, Mayor Anders Fung, seven former Millbrae Mayors, and many other community leaders. I respectfully ask for your vote.

www.reubenhober.com