



# Brambleton Community Association

## Board of Directors 2019 Election

### Jordan Crotty: Introductory Statement

Hello, my name is Jordan Crotty.

I am originally from New Jersey and grew up in a close-knit, small town in the densely-populated suburbs of New York City. I attended James Madison University (where I met my wife), and graduated with a Bachelor of Business Administration in Computer Information Systems. I also have a Master of Science in Risk Management, and have spent my career in the field of Business Continuity and Risk Management for financial institutions. I consulted in the New York City area, and now work in Reston. In my free time, I enjoy hanging out with my kids at local parks, escaping with my wife for the occasional dinner-and-a-movie date, and traveling with my family.

As of next March, my wife Liz and I will have been Brambleton residents for a full decade. Our family has changed a lot in the last ten years—we moved here as a couple, and now have three children. Our two daughters attend Legacy Elementary, and we have a one-year old son. A lot has changed in our community too, and as my family has grown, my appreciation for all that Brambleton offers us—the shared spaces and community-centered events that promote our strong, vibrant neighborhood—has also grown.

I recently chaired the Brambleton Ad-hoc Technology Committee, evaluating our technology services contract options. The dedication of Rick Stone and the other HOA members encouraged me to think about more ways to contribute to this great community, and so I have decided to run for the HOA Board.

### Five Goals for Serving Brambleton

- 1. Improve pedestrian safety** – As the community continues to grow and add amenities like additional parks and the library, it is critical that our public spaces are safely accessible to pedestrians and bikers. Specifically, I would like to work with the Safety and Security Committee to consider smart crosswalks, additional tunnels, pedestrian bridges, or other appropriate measures to improve pedestrian safety throughout the community.
- 2. Monetize HOA assets** – I would like to explore revenue-generating opportunities based on HOA industry best practices. For example, the installation of solar panels to HOA buildings would offset energy costs, and could provide additional revenue to the HOA.
- 3. Prudent Budget Management** – I would work to ensure that vendor contracts are bid out at appropriate intervals to ensure the HOA is using the budget wisely. I would also work to ensure there is appropriate budget to maintain our parks, pools, and playgrounds while being conscious of cost to homeowners.
- 4. Expand Use of Metro Transportation** – With Metro arriving in Loudoun, I would identify ways to promote the use of public transportation. For example, we could assess the viability of a Brambleton shuttle bus to the Metro station. This service could alleviate a main hurdle to metro usage by eliminating the need to pay for parking at the station and enable Brambleton residents to avoid the Greenway.
- 5. Support environmental stewardship** – I would continue to support the work of identifying alternative methods of park landscaping and maintenance with the goal of limiting chemical applications to these areas. I would work to balance aesthetics and sustainable practices that would allow our ponds, trees, and other natural resources to thrive so all residents can enjoy them.



**Candidate Profile:** Jordan Crotty  
**Years in Brambleton:** 10 Years  
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### Five Relevant Community, Professional, and Leadership Activities

- 1. Chair of the Ad-hoc Technology Committee, 2017-2018** – In this role I worked with my fellow committee members to survey resident interest in Verizon Services and contributed to our recommendation to the Full Board for the upcoming Verizon Contract that begins in 2020. If elected to the board I would be happy to continue to work with the new Technology committee.
- 2. Crisis Management Leader** – I have led the response to a number of business interruptions in my professional career. This includes assessing a situation, mitigating the impact of it and recovering from the interruption. As a leader of the response I would have to focus on communication with many stakeholders including customers, employees and third parties.
- 3. Work Committees** – I sit on a variety of committees at work, including the Risk Management and Information Technology Governance Committees, as well as having formerly served on the Diversity & Inclusion Committee. My different roles on these committees each come with a range of responsibilities, and I have gained an appreciation for the value of good governance and effective collaborative decision-making, as well as expanded my perspective on how to best promote and implement change. As part of my responsibilities, I have had the opportunity to present to the organization's Board of Directors in both formal and informal settings.
- 4. Conference Speaker and Panelist** – I have been a panelist and speaker at a number of industry conferences, allowing me to both share my experience with peers, and to learn from professionals in similar roles.
- 5. Junior Achievement Volunteer and Watchdog Program participant** – I have volunteered at Legacy Elementary since 2017 by participating in Junior Achievement as well as participating in the Watchdog program.