

Brennan Colberg – Ward 6

Brennan Colberg looks to address the city's housing and economic needs by streamlining regulation to encourage investment by housing developers and diversification of our private economy into profitable manufacturing, research, and technology sectors. His experience as a software engineer, small business owner, and entrepreneur, and as a father to young children, would provide the council with unique perspectives. He is committed to being available to constituents no matter their political beliefs and working with others, stating "there are almost no such things as intractable differences: there is almost always a positive-sum creative solution/synthesis that everyone can agree to."

Biography

- Has lived in Corvallis since 2019
- Education:
 - OSU: Math, physics, chemistry coursework
 - University of Washington: Computer science, education, entrepreneurship coursework
 - Inglemoor High School: IB Diploma
- Current Occupation: Founder, Quotid (app for long-form Bible memorization)
- Previous Occupations:
 - Founder, The Molecule Company (manufacturer of models of molecules)
 - Head of Real Estate, Primer
 - Founding Software Engineer, Synthesis (AI math tutoring company)
 - Founding Engineer, WEEKDAYS
 - Software Intern, Cozi
- Family/other: Lives in Corvallis with wife and two young daughters (age 2 and newborn)

Governmental, Organizational, and Leadership Experience

- Corvallis Planning Commission, Vice Chair (2026 - Present)
- Private sector experience (starting a business, managing budgets, and hiring and firing employees)
- Spent over a year purchasing and preparing food for homeless community members

Priority	Proposed Actions
Economic Development. We need a more vibrant economy, ideally with more anchor employers like HP used to be, as well as small businesses downtown.	• Conduct an audit of policies holding back development of industrial land • Promote ADUs and "infill" economy in residential land (e.g., cafes, home bakeries) • Remove regulations not actively preventing undesirable outcomes • Market Corvallis to tech/startup/robotics private sectors, with the goal of attracting these companies to the city, producing good local jobs
Increased housing density. Denser housing supports denser amenities, enabling more healthy and sustainable city lifestyles.	• Attract private development by streamlining regulations, especially in the flat city core (Mary's River to Walnut, Willamette River to 36th) • Support denser housing, like the tower at 4th and Washington, with appropriate safety measures
Transportation. Make the bus system more usable and reliable.	• Drastically increase bus frequency on key routes (10 trips / hour so users can head to the stop without checking a schedule) • Consider charging a bus fare to fund the increased use

Greg Shiffer – Ward 6

Greg Shiffer has a long history of civic engagement and public service, including work in public transit planning, outdoor recreation planning, and public outreach. He has tangible plans to help the city build affordable housing and address funding gaps from state and federal budget cuts. He is motivated to lead city efforts regarding climate adaptation and mitigation. He believes that governments are responsible for taking affirmative actions (e.g., hiring practices, sanctuary city declarations) to protect disadvantaged and marginalized members of our community from discrimination and harassment.

Biography

- Has lived in Corvallis part-time since 2021 and full-time since 2023
- Education:
 - UC Berkeley: Master of Science in Civil & Environmental Engineering, Master of City Planning in City & Regional Planning
 - Penn State: BS in Civil & Environmental Engineering
- Current Employment: None
- Previous Employment:
 - Public Transit Planner for 6 years with a regional transit agency in San Francisco Bay Area
 - Owner and manager of a small, ecotourism business in South America
 - National Park Ranger at various western national parks
 - Outdoor Recreation Planner with the Bureau of Land Management in Springfield, Oregon
- Family/other: Lives with his wife, a long-time Corvallis resident and teacher in the Corvallis School District, and enjoys access to nature and outdoor activities like hiking and kayaking

Governmental, Organizational, and Leadership Experience

- Ten years living and working in South America (a culture different from his own upbringing) taught tolerance, patience, and humility, as well as respect for all people
- Over 12 years of experience working in public outreach and community engagement
- Has been a strong advocate for equality for all people for decades

Priority	Proposed Actions
Affordability	• Build more affordable and infill housing, especially in the downtown area by adjusting and expanding the City's Multi-Unit Property Tax Exemption (MUPTEx) and Low-Income Rental Housing Property Tax Exemption (LIRPTE) programs • Make the tax and fee structure more progressive by reducing city service fees and developing new payroll and income taxes that target the top 10-20% of resident and non-resident workers in the city
Addressing the impacts of decreases in federal and state funding for social services.	• Invest resources to help address these funding gaps • Increase lobbying, advocacy, and coordination efforts with county, state, and federal elected officials and agencies; nonprofits; and philanthropic organizations
Investment in climate adaptation and mitigation strategies.	• Address mitigation options through subsidies, education, community outreach, and resiliency program coordination • Increase funding for programs like cooling/clean air centers and urban forestry expansion • Subsidize and incentivize climate friendly home efficiency upgrades, sustainable transportation infrastructure improvements, and higher density affordable housing development

Ward 6 Comparison

	Brennan Colberg	Greg Shiffer
Budget	- Expand and diversify the tax base by attracting more private business through regulatory streamlining - Encourage private investment, especially in profitable manufacturing, research, and technology sectors	- Reduce city service fees, which disproportionately burden lower and middle-income families - Develop payroll and income taxes that target the top 10-20% of residents and non-resident workers in Corvallis - Lobby for additional state and federal funding
Engagement	“The most underrepresented voices in city government belong to the classes of people who cannot, or do not, choose to show up to city council meetings or advisory work group sessions or fill out optional questionnaires or email their councilors complaining about things being imperfect.... At elections, and only at elections, the fullest slice of the community that is relevant speaks... So, paradoxically, the way to representation and accountability is to lean into elections, and to lean into confidently using the power that elected officials are granted. Fewer community engagement sessions. Less community comment. Shorter feedback windows. More rapid decisive action, and reaction/reversal when things are clearly wrong.”	“In 2021, the City Council adopted the International Association of Public Participation (IAP2) framework as the basis for community engagement activities. The IAP2 framework includes a Spectrum of Public Participation, which defines the level of public input in decision-making processes, and a Public Participation Toolbox, which outlines techniques for sharing information and gathering feedback from the public and describes the pros and cons of each of these techniques. The City Council and Mayor have an obligation to ensure that city outreach efforts and decision-making are based on the principles outlined in these documents and employ the highest level of public participation appropriate for the decision... I will commit to attending as many community group meetings as possible to listen to residents’ concerns and also to inform and educate them about upcoming city decisions and priorities that may affect them, so that they can offer meaningful and timely input.”
Affordability	Streamlining regulations to increase housing density by attracting private development, especially in the flat city core	Build more affordable and infill housing, especially in the downtown area, by adjusting and expanding the Multi-Unit Property Tax Exemption (MUPTE) and Low-Income Rental Housing Property Tax Exemption (LIRPTE) programs