



# DENVER REIMAGINED

Begins April 6, 2027

## CAMPAIGN PLATFORM

### Introduction: Aurelio Martinez

Aurelio Martinez was raised in the Curtis Park neighborhood of Denver's historic Five Points community, where he has lived his entire life. His roots run deep in the city — from his early days at Gilpin Elementary School and Cole Junior High to his graduation from Manual High School in 1973 as a proud member of the Thunderbolts.

That same year, Aurelio married his high school sweetheart, **Lupita Trujillo**, on December 15, 1973. Together, they began building a family grounded in love, resilience, and community. While raising their children, Aurelio continued his education at Metro State College, taking business courses with a clear goal in mind: one day, he would own and operate his own business.

In 1975, he launched his professional career as a **customer engineer with the Olivetti Corporation of America**, specializing in IBM systems. The role sharpened his technical skills and strengthened his determination to pursue entrepreneurship.

Six years later, Aurelio achieved that dream. He opened the **Martinez Business Center (MBC)** at 11th and Santa Fe Drive — a milestone that marked the beginning of his journey as a Denver business owner and community advocate.

Aurelio and Lupita raised two children, **Olivia** and **Aurelio II**, and welcomed their daughter-in-law **Keri** into the family. Today, they are the proud grandparents of six grandchildren — **Miranda, Aurelio III, James Connor, Dominic, Kristena, and Jasmine** — and three great-grandchildren: **Gavin, Emilio, and Xiomara**. Their growing family remains the heart of Aurelio's purpose and the foundation of his commitment to Denver's future.



## **Campaign Platform — *Denver Reimagined***

### **Vision Statement**

Denver must be a city where every family—no matter their income, neighborhood, or background—has the chance to build a good life. Our future depends on protecting the people who built this city, honoring the cultural roots that shaped our neighborhoods, and ensuring that growth benefits everyone, not just a few. I’m running because I believe Denver can be a place where workers are respected, youth are supported, small businesses can thrive, and every community has clean air, safe streets, and access to parks, pools, and public spaces that bring us together.

My life has been shaped by grit, resilience, and the belief that you never back down when your community is on the line. From the boxing ring to the boardroom to the neighborhoods of Five Points, Cole, Whittier, Curtis Park, Globeville, Elyria, and Swansea, I’ve seen what happens when people are ignored—and what becomes possible when they are heard. Denver deserves leadership that listens, leadership that shows up, and leadership that fights for the people who make this city home.

Our vision is simple: a Denver where families can put down roots, where culture and history are protected, where opportunity is real, and where every neighborhood has the resources it needs to thrive. Together, we can build a city that finally works for all of us.

### **Core Values**

#### **Equity for Every Neighborhood**

Equity isn’t a slogan for me—it’s the work. I’ve seen how some neighborhoods get investment while others get excuses. From Globeville, Elyria, and Swansea to Five Points, Cole, Whittier, and Curtis Park, families deserve clean air, stable housing, safe streets, and access to parks, pools, and public spaces that bring people together. Equity means every neighborhood has what it needs to thrive, not just the ones with political influence.

#### **Community Voice Leads the Way**

I believe the people closest to the problem are closest to the solution. That’s why I show up—in living rooms, rec centers, school gyms, and neighborhood meetings—because real leadership listens before it acts. Community voice must shape every major decision in this city. No more top-down policies. No more decisions made without the people they impact.



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## **Transparency and Accountability**

My leadership is built on discipline, honesty, and showing up even when the conversations are tough. Denver deserves a government that operates the same way. Budgets, contracts, and major projects should be easy to understand and open to public scrutiny. Accountability isn't about blame—it's about respect for the people who trust us to lead.

## **Cultural Preservation and Respect for History**

I carry the stories of Denver's Black, Chicano, Indigenous, Asian, White, and working-class communities because I grew up in them. Curtis Park was founded by White settlers in the 1860s, but over time it became home to Black families, Chicano families, Japanese and Chinese families, and immigrants from around the world — all of whom shaped the culture, rhythm, and soul of this neighborhood. I've watched cultural anchors disappear under the pressure of development and displacement. Preserving Denver's identity means protecting historic spaces, supporting legacy businesses, and honoring every community that built this city across generations. Growth should strengthen culture — not erase it.

## **Safety Rooted in Trust, Prevention, and Dignity**

Safety is more than enforcement—it's opportunity, stability, and connection. My approach is shaped by lived experience: discipline from the boxing ring, responsibility from business, and compassion from community work. Every neighborhood deserves to feel safe without sacrificing dignity or trust. That means investing in youth, mental-health response, violence prevention, and strong relationships between residents and first responders.

## **Opportunity for Workers, Youth, and Small Businesses**

I've stood with workers, supported small businesses, and fought for youth because I know what it takes to build something from nothing. Opportunity means apprenticeships that lead to real careers, support for entrepreneurs, and programs that keep kids safe and inspired. A strong Denver is one where people can build a future without leaving the neighborhoods they love.

## **Resilience, Grit, and Never Backing Down**

My life has been shaped by resilience—from the discipline of prizefighting to the persistence of community advocacy. I don't quit when the work gets hard, and I don't walk away from people who need me. That spirit guides my leadership: steady, grounded, and committed to fighting for Denver's future with everything I've got.



## Priority Pillars

### A. Housing & Neighborhood Stability

Denver families deserve to stay rooted in the communities they built. From Five Points to GES, too many long-time residents are being priced out or pushed aside. Stability is dignity — and our administration will protect it.

#### Our commitments:

- Build and preserve deeply affordable housing in every district
- Strengthen tenant protections and expand homeownership pathways
- Create community land trusts to keep housing permanently affordable
- Protect historic and cultural anchors from displacement
- Require real community engagement before redevelopment moves forward

#### Our goal:

A Denver where families can put down roots and stay.

### B. Public Safety Rooted in Community

Safety is not just enforcement — it's prevention, trust, and opportunity. My approach is shaped by lived experience: discipline from the boxing ring, responsibility from business, and compassion from community advocacy.

#### Our commitments:

- Invest in youth programs, mentorship, and violence-prevention
- Expand mental-health crisis response teams
- Improve emergency response times
- Strengthen trust between residents and first responders
- Support community-led safety initiatives

#### Our goal:

Every neighborhood feels safe without sacrificing dignity or trust.



## **C. Economic Opportunity & Working Families**

I've built businesses, supported workers, and fought for small entrepreneurs. I know how hard it is to build something from nothing — and how much harder it gets when the city doesn't have your back.

### **Our commitments:**

- Expand apprenticeships and job-training programs
- Support small businesses with grants and anti-displacement protections
- Prioritize local hiring for city contracts
- Strengthen worker protections and fair wages
- Bring investment to long-neglected neighborhoods

### **Our goal:**

A Denver where working families and small businesses can thrive.

## **D. Transportation, Mobility & Clean Air**

Mobility and clean air are justice issues — especially in communities like Globeville, Elyria, and Swansea, where pollution and infrastructure neglect have been the norm for decades.

### **Our commitments:**

- Improve bus frequency, reliability, and affordability
- Build safer streets for pedestrians, cyclists, and transit riders
- Reduce pollution in overburdened neighborhoods
- Modernize infrastructure with sustainability and resilience in mind
- Expand green transportation options

### **Our goal:**

A Denver where clean air and safe mobility are rights, not privileges.

## **E. Youth, Schools & Family Support**

I've shown up for youth, educators, and families demanding safer schools and better opportunities. When we invest in young people, we invest in Denver's future.



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## **Our commitments:**

- Expand after-school programs, recreation access, and mentorship
- Strengthen partnerships with DPS for safer, healthier schools
- Protect and expand parks, pools, and community centers
- Support families with childcare access and family-centered services
- Create youth advisory councils to shape policy

## **Our goal:**

A Denver where every young person has a path to success.

## **F. Government Accountability & Community Voice**

I've built my leadership on showing up, listening, and telling the truth. Denver deserves a government that does the same.

## **Our commitments:**

- Require meaningful community engagement before major decisions
- Publish transparent budgets and progress reports
- Implement participatory budgeting
- Modernize city services for accessibility and efficiency
- Protect public assets from privatization without community consent

## **Our goal:**

A city government that works for the people — not the other way

## **Neighborhood Commitments**

Denver is a city of neighborhoods — each with its own history, culture, and community strength. My leadership is shaped by the belief that every neighborhood deserves respect, investment, and a real voice in the decisions that affect their lives. These commitments reflect years of showing up, listening, and fighting alongside residents across the city.



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## **Five Points**

Five Points is the heartbeat of Black culture in Denver — a place of jazz, history, and generations of families who built the soul of this city. But it’s also a community fighting to hold onto its identity in the face of rapid change.

### **My commitments:**

- Protect Black cultural heritage and historic landmarks
- Support legacy businesses and long-time residents
- Improve mobility and pedestrian safety along Welton, Downing, and key corridors
- Expand youth programs and community partnerships rooted in local history

### **My promise:**

Growth must honor the people who made Five Points what it is.

## **Cole**

Cole is a neighborhood defined by resilience — a community that has weathered disinvestment and still shows up for its youth, its elders, and its future.

### **My commitments:**

- Expand affordable housing and anti-displacement protections
- Improve street lighting, sidewalks, and safe routes to schools
- Invest in youth mentorship, recreation, and after-school programs
- Strengthen partnerships with local organizations and neighborhood leaders

### **My promise:**

Cole deserves the same investment and opportunity as any neighborhood in Denver.



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## **Whittier**

Whittier is a historic, diverse neighborhood where families have built community across generations. It deserves a city that protects its character and supports its future.

### **My commitments:**

- Preserve historic homes and cultural anchors
- Expand housing stability and affordability
- Improve traffic calming and pedestrian safety
- Support youth programs and community-driven initiatives

### **My promise:**

Whittier's history matters — and its future must be shaped by the people who live there.

## **Curtis Park**

Curtis Park is one of Denver's oldest neighborhoods — rich in culture, architecture, and community pride. Residents have fought hard to protect public amenities and preserve the neighborhood's identity.

### **My commitments:**

- Protect Mestizo Curtis Park Pool and expand access to recreation
- Preserve historic character while ensuring balanced, community-driven growth
- Improve pedestrian safety and mobility
- Strengthen partnerships with Curtis Park Neighborhood groups and local organizations

### **My promise:**

Public spaces belong to the community — and I will fight to keep them that way.

## **Globeville, Elyria & Swansea (GES)**

GES has carried the weight of environmental injustice for generations. These neighborhoods have been asked to sacrifice more than any others — and they deserve a city that finally stands with them.



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## **My commitments:**

- Deliver clean air and environmental justice through targeted action
- Hold industrial polluters accountable
- Repair long-neglected infrastructure, sidewalks, and drainage
- Expand youth programs, parks, and community spaces
- Ensure community leadership in all redevelopment decisions
- Improve transit access and safe mobility across the neighborhoods

## **My promise:**

GES will no longer be an afterthought — it will be a priority.

## **Citywide Commitment**

Every neighborhood in Denver — North, South, East, and West — deserves a mayor who shows up, listens, and fights for them. My administration will deliver real equity by investing in the communities that have been overlooked for far too long.

## **Community-Driven Policy Process**

Denver's future must be built *with* the people, not *for* them. I've spent years showing up in living rooms, rec centers, school gyms, and neighborhood meetings because I believe the people closest to the problem are closest to the solution. My administration will replace top-down decision-making with a model rooted in transparency, accountability, and genuine community partnership.

## **Neighborhood-First Engagement**

Every major policy, project, or redevelopment effort will begin with the neighborhoods it impacts. Not after the fact. Not as a formality.

## **We will:**

- Hold early-stage listening sessions before plans are drafted
- Bring city staff directly into communities for on-the-ground engagement
- Ensure materials are accessible, multilingual, and easy to understand



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## **Advisory Circles That Reflect Denver**

Community voice must be built into the structure of government — not treated as an optional step.

### **We will create:**

- Neighborhood Advisory Circles in every district
- Youth, elder, and small-business councils
- Cultural heritage advisory groups to protect Denver’s identity

These groups will have real influence, not symbolic roles.

## **Transparent Decision-Making**

People deserve to know how decisions are made and where their tax dollars go.

### **We will:**

- Publish clear, easy-to-read summaries of proposals, budgets, and timelines
- Provide public progress reports on major initiatives
- Create online dashboards so residents can track commitments in real time

Transparency builds trust — and trust builds stronger communities.

## **Youth at the Table**

Young people deserve a voice in shaping the city they will inherit.

### **We will:**

- Establish a Mayor’s Youth Council representing neighborhoods across Denver
- Integrate youth perspectives into public safety, recreation, and mobility planning
- Expand mentorship and leadership opportunities for teens

## **Partnerships With Community Organizations**

Denver’s nonprofits, neighborhood groups, faith communities, and cultural institutions are essential partners in this work.



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## **We will:**

- Formalize partnerships with trusted local organizations
- Support community-led initiatives with resources and technical assistance
- Ensure city departments collaborate rather than operate in silos

## **Accountability You Can See**

A community-driven process only works if residents can hold their government accountable.

## **We will:**

- Set measurable goals for each major initiative
- Report progress annually — and honestly
- Invite community oversight on major projects and public assets

## **A City Built With Its People**

This process reflects how I've always led: by listening, by showing up, and by fighting alongside the people who make Denver home. Community voice isn't a step in the process — it *is* the process. And under my administration, it will guide every major decision we make.

## **Implementation & Accountability**

Denver deserves a mayor who not only sets bold goals but delivers on them. My leadership is built on discipline, honesty, and showing up — and my administration will operate the same way. Implementation and accountability are not afterthoughts; they are the backbone of how we will govern. Every commitment we make will be matched with clear plans, measurable progress, and public transparency.

## **Clear Metrics for Every Priority**

Every major initiative — housing, safety, mobility, clean air, youth investment, and neighborhood revitalization — will include measurable goals and timelines.



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## **We will:**

- Set specific benchmarks for progress
- Publish timelines for major projects
- Track outcomes publicly so residents can see what’s working and what needs adjustment

Metrics aren’t just numbers — they’re a promise to stay focused and honest.

## **Annual Public Progress Report**

Accountability means telling the truth about where we’re succeeding and where we need to do better.

## **We will:**

- Release an annual “State of the Neighborhoods” report
- Provide updates on housing production, safety outcomes, environmental progress, and mobility improvements
- Highlight successes and openly address setbacks

This report will be written in plain language — accessible to every resident, not buried in bureaucracy.

## **Real-Time Public Dashboards**

Residents shouldn’t have to dig to understand what their government is doing. Transparency builds trust.

## **We will:**

- Launch online dashboards tracking key initiatives
- Show real-time data on housing, safety, mobility, and environmental commitments
- Make city spending easier to understand and follow

If the city is spending your money, you should be able to see where it goes.



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## **Community Oversight for Major Projects**

Big decisions require community leadership, not just city hall approval.

### **We will:**

- Establish community oversight groups for major redevelopment and infrastructure projects
- Ensure neighborhood voices guide implementation, not just planning
- Require public review before major changes to parks, pools, and public assets

Oversight isn't a barrier — it's a safeguard for the people who live here.

## **Cross-Department Coordination**

Too often, city departments operate in silos, slowing progress and confusing residents. That ends here.

### **We will:**

- Create cross-department task forces for housing, mobility, safety, and environmental justice
- Break down bureaucratic barriers that delay projects
- Ensure departments share data, goals, and accountability

A city that works together delivers results faster.

## **A Mayor Who Shows Up**

Accountability starts at the top. I will continue doing what I've always done: showing up in neighborhoods, listening to residents, and staying grounded in the lived experiences of the people I serve.

### **I will:**

- Hold regular community town halls
- Visit neighborhoods monthly to review progress on the ground
- Meet directly with residents, workers, youth, and small businesses

Leadership is not remote — it's personal, present, and accountable.



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## **A Government That Works for the People**

Implementation and accountability are about respect. Respect for your time, your tax dollars, your neighborhoods, and your trust. My administration will be transparent, disciplined, and community-driven — because that’s the only way to build a Denver that truly works for all of us.

### ***My campaign platform***

#### ***Our city***

#### ***Denver Reimagined...***

#### ***...Begins April 6, 2027***

Aurelio Martinez

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