

Dear President Nelson and Members of the Seattle City Council:

I am writing to express my strong interest in the District 2 City Council position. As a small business owner, educator, and community advocate with a proven track record of building cross-sector relationships and delivering tangible results, I am deeply committed to ensuring that Southeast Seattle has a voice on city council that reflects the perspectives, aspirations and challenges of its vibrant, diverse communities. I believe that my lived and work experiences, relationships and background in local policy will lend me the ability to bring a solution-focused, collaborative approach to this seat that has been absent for nearly a decade.

District 2 is a microcosm of Seattle's rich cultural tapestry and legacy, but unfortunately decades of neglect have led to untapped economic potential. Many in our district feel left out of the region's growing prosperity. I am committed to bridging this gap by championing thoughtful and productive partnerships including with the private sector, centering accountability, and promoting good governance to tackle the most pressing issues impacting our economy: public safety, housing and homelessness, affordability, and education.

As the Campaign Manager for the successful renewal of the Seattle Housing Levy (Prop 1) in 2024, I helped secure \$970 million for affordable housing initiatives—an effort that culminated in a historic 69% yes vote for the measure. Through this experience, I led a coalition of stakeholders, implemented effective outreach strategies, and managed campaign operations to ensure the levy's success. While I may not have direct land use experience, I have a deep understanding of the issues and passion for housing and economic development and see the comprehensive plan as a critical tool for addressing our district's housing needs and fostering equitable growth.

As the Founder and CEO of South Sound Strategies, a public affairs consulting firm in Seattle, I have a history of collaboration and relationships with community groups, businesses, nonprofits, and government agencies. I have worked to design and implement policies and initiatives that create systemic change that works for our diverse stakeholder landscape. My business acumen allows me to identify and develop creative, comprehensive, actionable strategies that address structural challenges, enhance stakeholder capacity, and achieve transformative, sustainable growth. I pride myself on being a collaborator who picks up the phone, listens deeply, and builds authentic relationships to drive solutions while minimizing unintended consequences. This approach has not only strengthened my professional network but also helped me foster trust and mutual understanding within the D2 community and build working partnerships with local elected officials and community leaders. My commitment is to bring this same focus on collaboration and consensus building to the role of D2's councilmember if I am selected.

My commitment to service is further reflected in my extensive board membership experience. As Board Chair for the Southeast Seattle Education Coalition, Co-Chair of the Advocacy Committee for the YMCA Social Impact Center, and a board member for organizations such as the Council on American-Islamic Relations-Washington and SouthEast Effective Development (SEED), I have

worked to advance equity, amplify underrepresented voices, and advocate for inclusive policies. These roles have sharpened my ability to balance diverse perspectives, navigate complex issues, and ensure accountability to the communities I serve.

What sets me apart from other candidates is my forward-thinking approach to preparing District 2 for the opportunities and challenges ahead. With FIFA's World Cup 2026 on the horizon, I am eager to ensure that our district is positioned to benefit from the influx of visitors and economic activity by supporting small businesses, improving infrastructure, and fostering a sense of community pride. The pandemic exposed gaps in our regional economic development policies so, I am also committed to finding innovative ways to collaborate both with labor and industry, ensuring that workers and businesses thrive in our growing economy. Beyond that, I want to work with my colleagues and the community to identify the next big initiatives that will unite and inspire us, deepen our regional pride and create a shared vision for the future.

I will bring both policy expertise and the lived experience of a pragmatic problem-solver who knows how and wants to work collaboratively to get things done. Whether leading the innovative Refugee Women's Institute through the Seattle Office of Immigrant and Refugee Affairs or serving as an adjunct professor at Western Washington University, I have consistently demonstrated my ability to listen, build trust, and develop collaborative, creative, actionable solutions.

A few things you should know about the sort of councilmember I would be:

- I will prioritize the needs of my constituents and work hard every day to represent them, I will listen to them directly about their needs, rather than prioritizing the voices of those who may try to speak over them.
- As a Councilmember I will be committed to providing oversight of municipal departments. I know there is work to do to make city government work more effectively and efficiently. I believe that work should be a priority.
- I know District 2 faces significant public safety challenges, and too many people in this community feel their safety concerns are not being heard. I won't ignore or minimize those challenges.
- I will work collegially and collaboratively with my colleagues, even if we may not agree on any particular issue. I will communicate clearly and proactively so as not to blindside anyone with my actions, and I will strive to find common ground. You can't get things done on the City Council unless you can count to five (and ideally, to nine). I get that.
- I will focus on delivering results, and on getting the details of policy right (because the details matter a lot!), not on bumper sticker governance. Good governance involves bridging divides, and often involves compromise. I am comfortable with that.

The challenges facing District 2 and our city are complex, but I believe that with a solutions-oriented mindset and a commitment to community-centered leadership, we can make

meaningful progress. I would be honored to bring my expertise, passion, and vision to the Seattle City Council to partner with my colleagues to advance policies that uplift our district and city.

Thank you for your consideration. I look forward to the opportunity to share more about my values, discuss how my skills and experiences align with the needs of the District 2 community and with the vision for Seattle you are working to achieve.

Sincerely,

**Nimco Bulale**

Nimco Bulale

A solid black rectangular box used to redact the signature of Nimco Bulale.

# NIMCO BULALE

## EXPERIENCE

### MAY 2023 – NOVEMBER 2023

#### **CAMPAIGN MANAGER**, YES FOR HOMES - RENEW SEATTLE HOUSING LEVY, PROP 1

- Secured \$970 million to support affordable housing initiatives, including the construction, preservation, and maintenance of housing for low-income residents in Seattle;
- Spearheaded the strategic planning and execution of the campaign for the Seattle Housing Levy, successfully securing voter approval with a historic 69% approval rate;
- Managed a coalition of stakeholders, including community organizations, housing advocates, elected officials, and business leaders, to build widespread support for the levy;
- Directed outreach initiatives, including community forums, public events, and targeted voter engagement strategies, to educate and mobilize diverse populations across the city;
- Oversaw the development and dissemination of campaign messaging and materials, ensuring alignment with key objectives and values to resonate with the community;
- Supervised and coordinated campaign staff and volunteers, creating and implementing training programs to maximize grassroots efforts, including phone banking, canvassing, and event coordination;
- Managed the campaign's financial and operational logistics, including fundraising efforts, budget oversight, and compliance with election regulation; and
- Partnered with media outlets and leveraged social media platforms to amplify campaign visibility, increasing public awareness of the levy's importance and potential impact.

### DECEMBER 2021 – PRESENT

#### **FOUNDER & CEO**, SOUTH SOUND STRATEGIES, LLC

- Deliver tailored, strategic consulting services to enhance the capacity of clients, including individuals, businesses, community groups, nonprofits, and government agencies, with a focus on building effective systems and advancing impactful policies and initiatives;
- Areas of practice include public policy strategy, government relations, advocacy, coalition building, community engagement, program design, development and management, project planning, talent development, client management, project management, quantitative and qualitative analysis, and material creation;
- Identify and develop actionable strategies by gaining insights into stakeholder perspectives and leveraging expertise and creative thinking to help clients achieve transformative growth and success;



- Provide expertise in education policy and other programs, assisting in defining priorities, setting objectives, and driving strategic outcomes;
- Facilitate collaborative sessions with stakeholders to develop practical, results-oriented solutions;
- Offer capacity-building services, strategy development, and implementation to address structural challenges; and
- Represent South Sound Strategies in interactions with community members, partners, funders, media, and government leaders to promote the organization's vision for innovative, systems-oriented solutions.

## **JANUARY 2017 – PRESENT**

### **ADJUNCT PROFESSOR, WESTERN WASHINGTON UNIVERSITY**

- Professor in the Woodring School of Education's Future Bilingual Teacher Fellows (FBTF) Alternative Routes to Certification program;
- Provide academic instruction and guidance for a students enrolled in: ELED 301: Education, Culture, and Equity;
- The goal of the course is to raise awareness of the social creation of "otherness" in American society and the interconnected nature of social and institutional oppressions of marginalized communities;
- Interacts directly with students in an appropriate, professional manner;
- Facilitates a safe and productive learning environment for students;
- Responds in a timely manner to student requests for information, clarification of content, posts, and personal queries, and contacts inactive students as the need arises;
- Oversees the quality of the course by reviewing the functionality and content, ensuring high quality delivery of content;
- Expands the student experience by connecting the course content with unique personal experience, insights, or other professional knowledge;
- Monitors and provides appropriate student feedback on assignments within university policies, and
- Synthesizes and reports student performance data in a timeline manner.

## **NOVEMBER 2017 – MARCH 2021**

### **EDUCATION PROGRAM MANAGER, ONEAMERICA**

- Led, oversaw, and served as the primary relationship manager for the organization's education portfolio of grant partners, with a deep understanding of partner organizations and their mission, context, goals and programs;
- Provided strategic direction and policy expertise in early learning, K-12 education, dual language/bilingual education policy, and immigrant integration;
- Drove a progressive state policy agenda that centered racial equity and closing the achievement gap in education and positively impacts communities of color;

- Planned and executed education campaigns including: early learning campaign, dual language education, Speak Your Language campaign, Teacher Diversification, and local school board advocacy of leaders in South King County;
- Led the Early Learning Action Alliance's (ELAA) racial equity and long-term planning workgroups;
- Developed internal systems to better support education and organizing work;
- Convened and supported education advocates from all levels, including parents, community members, nonprofits, school districts, government agencies, and elected officials as a part of the English Language Learner Workgroup; and
- Served on the Department of Children, Youth and Families' (DCYF) Early Learning Strategic Plan Steering Committee, and Community Based Pathways Workgroup.

## **SEPTEMBER 2015 – NOVEMBER 2017**

### **EDUCATION ORGANIZER, ONEAMERICA**

- Recruited parents to be part of OneAmerica's parent leadership cadre with a particular focus on the Somali community in South King County;
- Maintained ongoing 1:1 relationships, built trust and leadership skills among parents;
- Designed and implemented leadership and advocacy trainings to support parents in both navigating the early learning and K-12 education system and advocating for broader systems-change;
- Worked with community partners to build systems-level educational change at local and state levels, including developing strategies, engaging in dialogue to build an education system more inclusive of diverse families, including planning meetings, events, rallies, forums, etc.;
- Mobilized community members and coalition partners to attend target events; and
- Provided logistical support and coordination for OneAmerica's organizing work.

## **MAY 2014 – AUGUST 2015**

### **FACILITATOR AND CONSULTANT, SEATTLE OFFICE OF IMMIGRANT AND REFUGEE AFFAIRS**

- Launched the innovative Refugee Women's Institute (RWI) through the Office of Immigrant and Refugee Affairs (OIRA), a first-of-its-kind pilot program in the United States. RWI was designed to build understanding and trust between refugee communities in Seattle and the Seattle Police Department (SPD), with a specific focus on fostering a grassroots network of refugee women leaders and enhancing the cultural competency of female officers. The program brought together refugee women, their families, and SPD officers to share experiences, foster connections, and address systemic barriers.
- Successfully collaborated with service providers to support participant engagement and ensured access to resources to enable full participation in program sessions. The success and impact of RWI inspired its evolution into the Immigrant Family Institute (IFI), further expanding its legacy.

## EDUCATION

### **JUNE 2021**

Introduction to Negotiation: A Strategic Playbook for Becoming a Principled and Persuasive Negotiator, YALE UNIVERSITY

### **DECEMBER 2021**

CONTINUING Foundations of Diversity and Inclusion at Work, UNIVERSITY OF VIRGINIA

### **JUNE 2013**

**MASTER OF PUBLIC ADMINISTRATION**, SEATTLE UNIVERSITY

### **JUNE 2009**

**BACHELOR OF ARTS, INTERNATIONAL STUDIES**, UNIVERSITY OF WASHINGTON

- Emphasis on Foreign Policy, Diplomacy, Peace, and Security
- Dean's List
- Sonnenblick-Del Rio Global Citizens Scholar

### **LANGUAGES**

- Somali (fluent)
- Spanish (advanced)

### **ADDITIONAL SKILLS**

- Comfort using technology including: Microsoft Office Suite, Google Suite, Salesforce, Database management, LinkedIn, and other cloud or web-based apps.

## ACTIVITIES

- Leadership Tomorrow Flagship Program, 2024 Cohort
- 37<sup>th</sup> LD Democrats: 1<sup>st</sup> Vice Chair
- Seattle Foundation N2N Advisory Council
- YMCA Social Impact Center: Board Member, Advocacy Committee Co-Chair
- Southeast Seattle Education Coalition: Board Chair
- Council on American Islamic Relations-Washington Chapter (CAIR-WA): Board Member
- SouthEast Effective Development (SEED): Board Member
- Grant Reviewer, King Country Digital Equity Grant Program
- [King County Immigrant and Refugee Commission](#)
- Department of Children, Youth and Families' (DCYF) Early Learning Strategic Plan Steering Committee
- DCYF's Community Based Pathways Steering Committee
- Social Venture Partners- Brainerd Fellow
- Southeast Seattle Education Coalition - Advocacy and Policy Committee
- City of Seattle - Our Best Advisory Council
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## CANDIDATES FOR COUNCIL DISTRICT 2



**EXPLANATIONS FOR RESPONSES ON PAGE 1:** (Use additional sheets if necessary. For assistance, please call the Seattle Ethics and Elections Commission at 206-684-8500.)

1. Please provide the name and address of each person or entity for which you answered Yes on page 1

Name: Nimco Bulale

Khalid Bulale

**Address:**

**Address:**

2. Please provide the name and address of each entity for which you answered Yes on page 1.

Name: \_\_\_\_\_

**Address:**

3. Please indicate (i) the name of the person holding the position (you or an immediate family member); (ii) the title of the office, directorship, trusteeship or employment held; and (iii) the name and address of the entity.

**Person holding the position:**

Mustafa Bulale

**Position held with entity:**

## K-12 Policy Advisor

Entity name:

Department of Education and Early Learning

Entity address:

Seattle Municipal Tower.



4. Please describe the relationships, employment history or financial interests for which you answered YES on page 1.

I, Nimco Bulale, and my brother, Khalid Bulale, are consultants currently engaged with the Seattle Department of Education and Early Learning (DEEL) to conduct stakeholder engagement for the FEPP (Families, Education, Preschool, and Promise) Levy Renewal. This consulting work began in August 2024 and is expected to conclude in May 2025.

Additionally, my other brother, Mustafa Bulale, has been serving as a K-12 Program Advisor with the Seattle Department of Education and Early Learning since December 2021, a position he continues to hold.