

Zach Iscol

Zach Iscol is a multi-generational New Yorker and a business, non-profit, combat-tested leader who loves this city.

Time after time, Zach shows up. When the World Trade Center was attacked, Zach was a recent college graduate and rushed off to serve our country as a Marine Infantry Officer. He led US Marines and Iraqi troops during some of the heaviest combat and counterinsurgency operations of the Iraq War. Returning home, seeing his fellow veterans struggling with PTSD, Zach founded Headstrong, one of the leading providers of mental healthcare in the US that has saved thousands of lives. After NYC was devastated by Hurricane Sandy, he led clean up crews in the Rockaways. And when this city found itself at the epicenter of the COVID pandemic, Zach showed up at Javits Center Hospital as a volunteer and quickly became the Deputy Director who turned it around into a resounding success.

A former commanding officer of Zach's summarized his character, writing in an evaluation: "If I got to choose a company commander to lead my son into combat, I would choose Captain Iscol."

Zach has spent his life in service, but he's not a politician. He's a servant leader who never backs down from a challenge.

New York wants to roar back to life. For that

to happen, we need to preserve our arts and culture, restaurants and small businesses, people need to feel safe, and whether we're talking about public transportation or picking up our trash, the city needs to work. City Hall needs to be accountable, transparent, and dynamic, not stuck applying 1950s solutions to twenty-first century challenges.

Zach is running to build a NEW New York that puts people before political interests:

• Investing in mental health solutions so New York comes back stronger than ever.

As we emerge from the pandemic, we must be vigilant against the looming mental health crisis that New York will undoubtedly face. Social isolation, abusive home environments, and grief will have effects that no vaccine can easily cure. City government has the opportunity to save countless New Yorkers from deaths of despair, but only if we act now.

Zach has seen firsthand the long-lasting impacts that trauma can have. He founded Headstrong, a leading mental health provider that worked tirelessly to prevent veteran suicides and remove the stigma around mental illness. That's why Zach is proposing a fully-funded mental health program for the city that will incorporate community based providers to conduct routine cross-functional training with police and EMTs.

What's more, the City's mental health crisis is at the root of so many other challenges facing our City. By addressing our mental health crisis we can reduce unnecessary

police interactions, provide stable supportive housing to our unhoused, and ensure New Yorkers can live their best lives and continue contributing to the fabric of this great City.

- **A City government that is transparent and accountable to New Yorkers.**

From the City budget to getting in touch with constituent services, New Yorkers have been shut out of City government for too long. We need a City Hall that doesn't avoid scrutiny, but instead welcomes input from all New Yorkers, regardless of your background or who you know.

Our greatest resource is the ingenuity and resourcefulness we can find on any street corner in this City. But it's impossible for City government to tap into New Yorkers while also trying to hold them at arm's length. That's why Zach is proposing reforms that would allow for transparency in government including a real-time dashboard that would show exactly where every dollar in the City budget goes and a regularly updated Green Book so New Yorkers can easily contact all City agencies.

What's more, Zach would push for a public disclosure of every bill introduced by the City and a detailed outline of who would incur the costs, allowing for greater public involvement and understanding of the legislative process.

- **Fighting for small businesses and getting New York back to work.** Without a federal stimulus, one third of New York's 25,000 restaurants and bars will go out of business. The hospitality industry's

establishments represent the best of New York: entrepreneurship, culture, and a never quit spirit. It's also the largest generator of tax revenue for the City, and one we can't afford to lose.

Zach believes in supporting these businesses, not standing in their way as the current administration has done. He believes we need to build on the proposed Restaurants Act and Save Our Stages Act, as well as prevent evictions of commercial tenants. His administration would take measures to make sure small businesses receive tax incentives for replacing HVAC systems and weather-fitting outdoor dining spaces as well as grant rent forgiveness to those continuing to keep staff on payroll. New York City is still where so many people want to be. Zach would create a financing mechanism to protect residential and commercial tenants and prevent evictions across the board. We can't have these establishments without the work of hard working New Yorkers including black and brown New Yorkers, LGBTQ+ workers and the undocumented.

We must also work to remove barriers by increasing local business' and arts and culture representation on community boards, and provide a new framework for SLA licenses and sidewalk cafes so as to ensure businesses are not given unrealistic hurdles and limitations - and that they are not pushed out by the forces of gentrification.