

Rubén Darío Cruz II

A Builder, Not a Fighter: Practical, Operational Leadership for Queens

DISTRICTS REPRESENTED

Richmond Hill • Woodhaven • Ozone Park •
Glendale • Ridgewood

KEY DISTINCTIONS

Active CB9 Member • Small Business
Owner • Sole Active Parent in Race

CAMPAIGN HQ

rubencruz.nyc • Bilingual Advocacy

District Needs Delivery, Not Distraction

⚠️ The Albany Disconnect

Primary campaigns dominated by courtroom disputes and ideological grandstanding while neighborhood basics are neglected.

Predatory Liens: Seniors losing generational homes to deed theft.

Commercial Fines: Small storefronts burdened by regulatory overreach.

Transit Deserts: Overlooked outer-borough commuters and hazards.

Status Quo: Partisan Gridlock

✅ The Cruz Commitment

Operational problem-solving that measures success on street corners, not in Albany soundbites.

Direct Accountability: Real audits of city and state capital accounts.

Front-Door Focus: Agency enforcement for localized repairs.

Constituent Wealth: Halting predatory foreclosures and evictions.

Outcome: Tangible Queens Delivery

PROVEN RESULTS

The Community Architect



Institutional Know-How

NYC budget management, competitive grant writing, systems optimization, and M/WBE compliance mastery.



Community Leadership

Founding Director of Jurukan Inc. and architect of the Queens Pet Pantry emergency network during the pandemic.



Civic Action

Translating Community Board 9 citizen complaints into direct agency enforcement and immediate street-level repairs.



Lived Experience

Raised on public assistance in Queens; deeply committed to protecting working-class families and economic dignity.

The 10/10 Housing Proposition

10% Residential Affordability

Mandatory 10% deeply affordable housing units across all new developments of 10 or more units.

10% Commercial Protection

Mandatory 10% affordable retail spaces in commercial developments to protect neighborhood mom-and-pop stores.

Anti-Warehousing Mandate

Strict penalties on vacant units and storefronts kept off-market to halt artificial price inflation.

Repeal the Urstadt Law

Restoring complete rent-regulation and zoning power directly back to New York City and local communities.

PROTECTING GENERATIONAL WEALTH

The Lien Transparency Act

30%

Universal Usury Cap

Extending predatory finance caps across all mortgage, bridge loan, and lease agreements.

Mandatory Certified Lien Notice

Immediate certified mail notification before any third-party lien attaches to a family home.

Credit Restoration Protections

Automatic credit score freeze during deed fraud investigations and mandated score restoration.

Automatic Tax Exemption (STAR / SCHE)

Eliminating red tape by enrolling qualifying senior homeowners automatically upon turning 65.

NYCHA Modernization Plan

\$32B

Backlog Audit

Rigorous forensic capital oversight ensuring allocated repair dollars reach Queens developments.

\$1

Homeownership

Transfer models enabling qualified long-term residents to own units and generate equity.



Resident Labor

Direct-hire initiatives prioritizing NYCHA tenants and union trades for building maintenance.



Integrated Safety

Dedicated residences for community police officers stationed within complex grounds.

The Aqueduct Village Vision



VRFB Battery Storage Arrays

Non-flammable, water-based battery storage paired with solar canopies to prevent summer blackouts.

\$24M Municipal Power Revenue

Storing off-peak energy and selling peak power back into the grid for neighborhood reinvestment.

Community Land Trust Model

Reinvesting energy arbitrage profits directly as utility subsidies for local District 38 households.

Flood Mitigation Plazas

Replacing impervious concrete with natural retention basins and expansive public recreational parks.

"Take It Back" Commuter Plan

Audit FMTAC Captive Funds

Redirecting \$1.33B+ in idle insurance capital into neighborhood signal upgrades and elevator repairs.

Bus-First Corridors

Fast-tracking dedicated routes connecting Woodside, Woodhaven, and the Rockaways efficiently.

Fare Equity for Queens

Universal free fares for NYC youth and subsidized LIRR pricing for in-city commuters.

Smart Parking Regulations

Legalizing low-cost driveway extensions and rolling out neighborhood reverse-angle parking.



Schools & Community Health

Reclaiming School Grounds

Upgrading facilities like P.S. 62; replacing cracked asphalt with modern playgrounds and green centers.

Vocational & Arts Pipelines

Expanding modern CTE pathways connecting students directly to sustainable trade and technology careers.

Mobile Health & Nutrition

Codifying permanent food pantry infrastructure and deploying mobile wellness clinics to transit gaps.

Animal Welfare Standards

Ending commercial pet mill sales in favor of shelters, while securing pet rights for senior housing residents.

ELECTION CHOICE

Leadership That Delivers for Queens

Domain	Traditional Politics	The Rubén Cruz Plan
Daily Priorities	Courtroom challenges & soundbites	Block audits & front-door delivery
Coalition Base	Distant political endorsements	Civic & CB9 neighbor coalition
Legislative Focus	Vague campaign rhetoric	Actionable policy blueprints

Get Involved: Volunteer & Learn More

Assembly District 38 Primary Election • Queens, New York

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PRESS & MEDIA INQUIRIES

Connect With the Campaign

For press credentials, interview requests, and official campaign inquiries

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Image Sources



<https://esdnews.com.au/wp-content/uploads/2025/02/SEC-Renewable-Energy-Park-Horsham.jpg>

Source: esdnews.com.au



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