

# Madison Council Candidate

## Questionnaire

The first section of the questionnaire is for your basic contact information and campaign media

Candidate Full Name \*

Arvina Martin

Aldermanic District \*

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Campaign website (if applicable)

Social Media (Facebook, Twitter, etc.) accounts, if any

<https://www.facebook.com/arvinaforwi>, [twitter.com/arvinaforwi](https://twitter.com/arvinaforwi)

## Questionnaire

Please state your position on the following issues. Please limit answers to 500 characters. Any answers exceeding the word count limit will be redacted after 500 characters.

If you have completed this questionnaire before, you may skip any question that is not starred (\*\*) unless you would like to modify or update an answer submitted in a prior year. If a question is skipped we will re-post the most recent submitted answer in its place.

### 1. Why are you seeking this office?

We are facing tough decisions while 10 months into a global pandemic. Our budget limits much of what we can do, and we must look at all solutions seriously to best use these funds. I want to work collaboratively to be as efficient as we can, while continuing our fight towards equity. This means taking new looks at problems we've encountered while including more stakeholders from populations and organizations we've not previously worked with, and being creative with our problem solving.

2. What in your background or experiences qualifies you to understand the unique needs facing small businesses?

3. What are the most important issues facing businesses in your district?

4. What is your perception of Madison's business brand? How do you think Madison is perceived locally and nationally?

5. How can Madison best attract and retain a diverse workforce?

6. How can the City of Madison build an inclusive economy and ensure the advanced industries accelerating here provide opportunity for all?

7. What strategies would you recommend for the city to meet the diverse needs of worker mobility and housing?

We must grow our affordable housing options, and things like Bus Rapid Transit, to provide affordable options for housing and transportation. The E/W BRT line is routed through my district, and I am excited to solidify those plans, and find workforce housing near these routes. I also think the continued development of complete streets throughout the city, to provide more transportation options. We must also look at new, creative solutions to things needed that we haven't yet anticipated.

8. How do you define economic development? Please elaborate.

\*\*9. What can the city do to support small businesses, particularly those hardest hit by the pandemic?

We must build upon the success of our current business programs and create new options to support existing and potential new fields and entrepreneurs. With a new administration, the hope of more funding to further support our businesses so that they can be responsible with their openings and closing while being able to protect their workers as well as survive the pandemic. We must also make it economically feasible for business owners and employees to live here.

\*\*10. As an alder, how would you work to achieve equilibrium in our local response to the pandemic in balancing the pivotal interests of public health, economic health and public confidence?

I will keep working for state and federal funding to support our funding of all of these interests, and find where the funding gaps are. We must be strategic, but also recognize and work towards the affordability of living in Madison. I hope that more federal funding will allow us to provide further protections to our businesses, so that they aren't forced to choose between the viability of their business and the health of their employees and customers.

\*\*If offered an endorsement from the Greater Madison Chamber of Commerce, would you accept it? \*

Yes

\*\*By submitting this candidate questionnaire, you agree that the Greater Madison Chamber of Commerce may publish it with the intent of sharing it with its membership and the general public. \*

I acknowledge the Chamber will publish my answers to this questionnaire.