

# Madison Council Candidate Questionnaire

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

Candidate Full Name \*

Bill Tishler

Aldermanic District \*

11

Home Address \*

[REDACTED]

Email Address \*

[REDACTED]

Phone \*

[REDACTED]

Campaign website (if applicable)

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

<https://twitter.com/tishler>

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## Questionnaire - Part 2

Please state your position on the following issues.

Please limit answers to 500 words (approx. 3,500 characters). Any answers exceeding the word count limit will be redacted after 3,500 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?

I am serving because it is the right time in my life to give back to a city that has been my home for over 50 years

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

I have been an employee at the University of Wisconsin-Madison for over 30 years working in the area of distance education and technology. I understand how access to technology and education can be a barrier for individuals looking to start a small business.

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

Perhaps the most important issue facing business in my district might be street construction as the City begins to install new culverts to mitigate flooding in the area. This construction will make it difficult at times for people and delivery vehicles to get around.

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

Currently the most important issue facing business in my district might be street construction as the City begins to install new culverts to mitigate flooding in the area. This construction will make it difficult at times for people and delivery vehicles to get around.

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

Madison is increasingly a great place to start a business and is outpacing the country as a start up location. Increasing innovation and entrepreneurship is helping us retain college graduates and attract people from all over the country to launch their businesses here in Madison. Our start up community, combined with Madison being a great place to live, is fueling economic and population growth in and around Madison.

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

The housing shortage in Madison is making it difficult to retain a diverse workforce. Oftentimes the lowest paid employees live the furthest from their place of employment. The City of Madison can work with the private sector to create new high-density housing along bus routes. In district 11 more than 2,500 new high-rise apartments are being constructed and I expect to see more in upcoming years. Unfortunately, this is not enough. I want to find incentives for developers to construct more affordable housing, so everyone has the opportunity to choose to live closer to the city center.

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

Here on the west side of town we don't have the same height restrictions as downtown or areas near the airport. We can encourage developers to build taller structures on major bus routes and provide incentives for designating several floors as workforce housing.

\*\*8. In what ways can city government support entrepreneurs of color working to start and grow an emerging business in Madison?

From my experience, access to continuing education opportunities is the best route to support entrepreneurs. Certificates, credit/noncredit courses, and workshops are all ways to bring up emerging business.

\*\*9. What is your assessment of Madison's transportation system? What priority improvements are needed to support mobility for a growing workforce?

The public will need to wait and see how the new bus redesign will work. As the new Bus Rapid Transit system is implemented, we need to ensure that bus access extends to everyone in the neighborhood, not just those close to this new line. Here in District 11, many people will have quick access to the bus and an easy way to get to campus, downtown, and the eastside of Madison and back. But the City has some work to do to improve service for all areas.

\*\*10. A challenge that often comes with growth are issues impacting crime and safety. Some of these challenges are real; others perceived. In either case, it impacts livability and our ability to recruit and retain talent to Madison. Do you view Madison as a safe community and what is the Common Council's role in building safe communities?

Crime will always be with us. Comparably, Madison is a safer city than many cities of similar size. However, crimes that garner greater attention, like daytime shootings, in gathering areas like State Street, are happening with greater frequency, leading to a sense of unease. The Common Council needs to rely on those city managers like the police chief, public health officials and other interested city managers to continually identify focused crime areas and the major drivers of those crimes. Secondly, the council needs to work with those officials to determine workable cross-team strategies to reduce the crime in those areas. Finally, Madison cannot afford to do everything, so all strategies must be prioritized and reflected in the city budget.

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

Yes

No

**\*\*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.

This form was created inside of Wisconsin Alumni Association.

Google Forms