

# 2025 Madison Common Council Candidate Questionnaire

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

Candidate Full Name \*

Lisa Veldran

Aldermanic District \*

10

Home Address \*

[Redacted]

Email Address \*

[Redacted]

Phone \*

[Redacted]

Campaign website (if applicable)

<https://www.veldran4madison.com/>

Social media (Facebook, X [formerly Twitter], etc.) accounts, if any

<https://www.facebook.com/veldran4madison>

## 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 have been actively engaged in my neighborhood for several years and I believe that serving as the next District 10 alder on the Madison City Council is the next step toward ensuring better representation for our residents that is currently lacking.

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

Before retiring in 2021, I served as the Legislative Manager and Administrative Assistant to the Madison Common Council, and saw firsthand how the city and small businesses could work together to address the unique needs of small business owners.

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

Important issues facing District 10 specifically would be filling empty storefronts and looking at how larger companies can utilize smaller businesses in their development projects and business plans.

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

Economic development has many definitions but I believe good economic development supports diverse businesses, provides opportunities for wage growth, encourages stability of the city's workforce and looks for opportunities to collaborate between governmental units, educational institutions and local businesses that results in better outcomes for all.

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

Madison is an attractive place for people to relocate to, and the high quality of our city services is one tool in a business' toolbox that can help retain and attract employees.

### \*\*6. How would you characterize Madison's current workforce housing landscape? What strategies would you recommend for the city to meet the diverse needs of workforce housing?

Madison's workforce housing landscape is lacking. We need to focus on attracting businesses that generate jobs in the blue collar and manufacturing industries, and tie that in with creating affordable housing opportunities for those employees.

### \*\*7. How do you view Madison's continued population growth? What are the opportunities and challenges that come with it?

Population growth is great but the challenge is how to balance growth with the needs of the community. I think the challenge for the city is how to think regionally and not just locally to address the onslaught of issues that will come with population growth.

**\*\*8. What is your assessment of Madison's transportation system? What priority improvements are needed to support mobility for a growing workforce?**

The BRT and, particularly, the transit redesign, is not working for everyone. The best way to lose customers is to not show up - and in this case if the buses continue to not show up people will drive, or if they can't drive, lose their jobs. My first priority would be to ensure that buses are showing up on time. I also would fully support advocating and lobbying for a Regional Transit Authority.

**\*\*9. With declining aid and rising costs, local leaders must find creative ways to be more efficient. Some examples include merging services or operational reforms. Please identify ways the City of Madison government can potentially be more efficient.**

The City of Madison government should prioritize maintaining essential services while exploring opportunities for operational reforms. Next, it should consider the potential for service mergers with neighboring local governments. Given the expected population growth, it is crucial for the city to begin laying the foundation for future collaboration with surrounding municipalities now, rather than waiting until later.

**\*\*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.**

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

