

2025 Madison Common Council Candidate Questionnaire

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

Candidate Full Name *

Noah Lieberman

Aldermanic District *

14

Home Address *

[Redacted]

Email Address *

[Redacted]

Phone *

[Redacted]

Campaign website (if applicable)

noahforcouncil.com

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

<https://www.facebook.com/profile.php?id=100087923498641>

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 believe that politics is how we, as a society, express our values and make them manifest in our community. In the wake of Trump's re-election, I felt the need to run for office again to make sure that Madison continued to fight for the progressive values I hold dear. Local government has such a direct impact on people's day to day lives, and I want to make sure that the Madison Common Council is a force for good in our community. I am committed to building more affordable housing across the city of Madison, expanding city services to ensure equitable access to a high quality of life, and protecting Madison's vulnerable populations from the attacks of a Trump administration.

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

I don't have experience running a small business, but through my previous campaign for council I was able to meet many business owners and hear about the challenges they face. If elected, I would lean on the perspective and advice of groups like the Chamber to help me understand economic issues from that angle.

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

The first issue business owners have discussed with me is the need for more workers. We need to ensure that we have enough housing and supportive services to grow Madison's population at a rate that can support our businesses. On top of that, many business owners face uncertainty as Trump heads back into power. He has threatened tariffs and trade wars with almost all of our trade partners, which has the potential to massively disrupt supply chains and logistics for local businesses. I think that Madison needs to be smart about encouraging the development of new industry in our city that can fill in those gaps and better insulate our businesses from the effects of Trump's policies.

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

Because the economy is so intertwined with other aspects of our lives, I believe economic development means creating economic security, opportunity, and a high quality of life for everyone in Madison. Beyond fostering an environment where businesses can thrive, developing Madison's economy means lowering housing prices, expanding city services to take economic pressure off of working families, and ensuring people in Madison have the safety and flexibility to pursue their economic goals.

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

First and foremost, we need to make sure we have enough housing for the growing population. We won't be able to attract more workers if housing in our city is unattainable. Beyond that, I think that Madison needs to continue to lean into the values and features that make us stand out as a destination for new residents: Our parks and bike trails, our diverse array of culture and arts, and our progressive values. We also need to expand our city services to keep pace with our growing workforce and other cities.

****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?**

Our housing landscape is still unfortunately lacking compared to our rising population. While I am glad for the new developments that have been made over the last 5 years, we continue to fall well below of desired vacancy rates for rental and owner occupied housing. This has led to many of those who work in Madison needing to live outside of the city, exacerbating the traffic and other economic strains that having so many commuters entails. This also has led to many young workers not being able to put down roots in Madison, as they are unable to pursue homeownership due to the rising costs. Ultimately, this is because the supply of housing in Madison has failed to keep up with demand, and we need to remove any unnecessary barriers to closing that gap. We need to encourage the development of multifamily housing across the city by updating our zoning laws and working with developers to build a variety of new apartments, condos, and townhouses. In order for this new housing to meet the needs of our workforce, it also needs to be close to employment opportunities and paired with supportive city services.

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

I think that it is wonderful that so many people want to make Madison their home. It provides us with tremendous new opportunities to grow our economic landscape, as well as the breadth and depth of culture in the city. As more people come to Madison and as the diversity of our city grows, we will be able to support a wider array of businesses, enabling more opportunities for entrepreneurship across our community.

That is not to say that this will not come with challenges. We need to do more to make sure that our housing, infrastructure, and services are scaled up to support our growing numbers. This will require new development across the city, which I know will not be met with universal acceptance. However, even this I view as an opportunity. We have the chance to define the type of city Madison will be in the future, to make it a shining example of urban design, good governance, and progressive values not just for the state of Wisconsin but for the entire country. I hope that we take this chance to recommit to the ideals that have made Madison such a coveted destination for so long and secure that reputation for decades to come.

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

Madison's transportation system is the best of any city in which I have lived, but also has significant room for improvement. Our number one goal in shaping the future of transportation in Madison should be providing as many alternatives to driving a car as possible. This is the most direct way that Madison can reduce our collective carbon emissions and fight climate change, but also the most sustainable in terms of population growth and economic development. Since buses and other forms of mass transit are more efficient at transporting a large number of people in a limited amount of space, it is far more scalable for a city of our size and geographic constraints to invest in growing transit options rather than trying to accommodate even more vehicles on our roads. Doing so also decreases traffic for motorists who do need a personal vehicle for their work or mobility limitations. To do this, I would first seek to expand service to local routes to make it easier for people across the city to transfer onto the most direct routes downtown and to other high-traffic areas. I would also invest in making our bus stops more accessible and protected from the elements to allow a larger number of folks to travel year round. Lastly, I would continue to invest in infrastructure to support other alternative modes of transit, such as biking and walking.

****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.**

Investments in our public services and infrastructure are just that: investments. They pay off far more in the societal good they create (through economic opportunity and quality of life) than they cost in tax dollars. While I agree that we should always be looking for ways to make city operations more efficient and effective, I would be more eager to find creative ways to increase revenue (with an eye towards racial and economic equity) than to cut the services that so many rely on. I do believe that smart infrastructure investments in our streets to reduce vehicle speeds could yield greater efficiencies in terms of how much we spend on road repair and traffic enforcement, but I acknowledge that those are both longer term plays rather than providing immediate relief to our budget. One more immediate opportunity for efficiency would be to explore which city services could be adequately offered virtually, reducing our need to staff in-person offices.

****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.

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