

# 2025 Madison Common Council Candidate Questionnaire

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

Candidate Full Name \*

Kim Richman

Aldermanic District \*

16

Home Address \*

[REDACTED]

Email Address \*

[REDACTED]

Phone \*

[REDACTED]

Campaign website (if applicable)

[Kimrichman.com](http://Kimrichman.com)

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

<https://www.facebook.com/profile.php?id=61572249323599>

## 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'm running for Common Council because I believe the residents of District 16 deserve better communication, transparency, community engagement, and representation.

I hear and read about reckless spending, traffic concerns, and weapons violations.

I'll address the unique concerns of each neighborhood and provide the attention that residents expect from their alder. I believe that being an Alder should be about public service, not politics. If elected, I'll fight for all residents of District 16 and make Madison an even better place to live, work, and play.

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

I had a 40 year career in beverage and foods sales, marketing, merchandising, advertising, and customer service. I spent more time with independents and small businesses because they were up against the large chains (who we had NO opportunity to be creative with).

We discussed unique marketing & advertising programs with each independent owner.

I enjoyed that because each business is unique and it challenged me and the owner to come up with a program to be competitive, and still increase sales.

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

There aren't many retail businesses in the 16th, but not much has changed the past 2 years. Retailers are short staffed; they're having difficulty hiring and retaining employees.

There's a large commercial footprint in the center of the 16th; I see "Help Wanted" signs on occasion, but not like the retailers.

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

The well-being of city residents.

Keep the businesses we have and create more jobs with more variety.

More diverse families and skilled workers are moving to Madison and more businesses are opening. That means more tax revenue.

Tourism: Madison does a great job promoting itself, but more is better.

There should be a better connection between public and private sectors, and the COMMUNITY (neighborhood groups), to assist in planning development.

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

I've read that diverse cities are more innovative and productive and I agree.

We must create more well paying, sustainable jobs for a great quality of life.

Have an easily accessible transit system.

Ensure all other city services and infrastructure are accessible to everybody.

I think Madison is great with diverse types of food, art, music, and event options, but we can always have more to attract a more diverse population. .

Companies should ensure newcomers, and people across all backgrounds, that they are welcomed and have a seat at the table, then those employees will share their experience with others.

**\*\*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?**

Because rents continue to increase, even though we are building thousands of apartments, it hasn't gotten any better. As I mention in #7, only time will tell if rent levels off with the supply of housing units increasing. In the past 2 years, zoning codes have changed to accommodate more density, and I see the Mayor is introducing more zoning code changes to encourage more housing.

I'd like to see smaller, more affordable homes built with incentives for low to middle income families.

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

Madison is projected to have about 380,000 residents in 25 years.

Attractive cities attract people. The #1 challenge is housing. We see the new large complexes being built, but rent continues to increase. Only time will tell if supply and demand will level off rent prices. Another challenge will be having the city services we deserve. First responders should always be fully staffed and never have their budget cut.

More people and new businesses create more tax revenue, more job opportunities and a more diverse population for us to see the world.

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

For me, it's too early to assess BRT. There have been mechanical issues that I hope they're working on. I'd like to see some transparency from Metro.

Metro is vital for attracting a diverse growing workforce. Residents in the 16th District (and the adjoining 3rd) have complained that they lost their traditional Metro stops and have made other arrangements. This seems counterproductive.

I'll communicate and advocate for those who have lost traditional Metro services.

**\*\*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.

In my opinion, and many other's opinion as well, there has been plenty of reckless, unnecessary spending the past few years, especially with ARPA funds. Now those one time funds are gone.

We are not receiving our fair share of shared revenue from the state. The city MUST return to lobbying the state annually, to get what we deserve. The city has not done that, but I will support any lobbying efforts. We must monitor the funding we are giving to nonprofits and other groups. Regular audits are a best practice for transparency. Some CEOs of nonprofits we are funding are making hundreds of thousands of dollars per year.

**\*\*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