

2025 Madison Common Council Candidate Questionnaire

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

Candidate Full Name *

Matthew Gary Egerer

Aldermanic District *

2

Home Address *

[Redacted]

Email Address *

[Redacted]

Phone *

[Redacted]

Campaign website (if applicable)

.....

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

Facebook "Friends of Matt Egerer"

.....

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 20 years experience working in public policy, largely at the state level. I believe I have a lot to contribute based on my experience. I want a Madison that is smart, safe, and affordable.

.....

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

I worked directly with small business owners on policy development while working for Democratic Leader Barca as his primary policy person. While not a small business owner myself, I've sat across the table and in the shop, understanding how policy interacts with business. I have a keen sense of the economic, professional, and personal impact public policy can have on people and their ability to do business.

.....

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

This district is the heart of the city. There is ample opportunity to harness the university and tech sectors, as well as state government. My platform highlights a Madison that is Smart (innovative/forward-thinking), Safe, and Affordable. I want to capitalize on our successes to continue to bring in any number of businesses, stores, and services to cater to these diverse populations

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

Economics is largely the exchange of goods, services, or other things of value. Economic development is the undertaking of spurring on this activity. This can be as simple as creating the right environment and not getting in the way too much, but it also could involve providing incentives or other assistance or tools to ensure greater exchange of goods/services/ideas for the greater benefit of those involved. Think of it as the pebble that causes the much larger ripple when thrown into a still lake.

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

Madison needs to keep being a forward-thinking, great place to live (and to do a good job about telling that story). Top class education options in the area makes a pipeline of top talent. Partnering with employers to sell our city is an important role of any wise community.

**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?

The "missing middle" seems to be on the tips of tongues. We have a lot of different types of residents in our city and District 2 in particular. We need starter places for those just starting out and places that scale in their offerings as people hopefully move up their career ladder. We have to make sure there is a place - and a "nice place" for everyone.

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

I love growth. We just need to be doing all the right things so that growth doesn't mean we lose what makes Madison great. With growth (paired with good policy) we can see continued improvements in the way of life of the people who live here. Nonetheless, bigger cities often lead to bigger city problems (crime, economic disparity...) so we must be mindful of staying on top of our priorities and make sure a rising tide lifts all ships.

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

I appreciate our public transportation system. Integrating user-friendly technology has been important to making the bus system work as successfully as it has in my experience. Nonetheless, particularly given space restrictions for additional parking, I'm in favor of making this the go to method for people wanting to come and go. Success can always build on itself.

****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.**

Without question the developments in AI that have already been made in recent years will revolutionize a great deal about how we work, live, and do business. Madison should be on the forefront of understanding how this can be used to augment and improve existing services.

****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