

2025 Madison Common Council Candidate Questionnaire

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

Candidate Full Name *

Mike Verveer

Aldermanic District *

4

Home Address *

[Redacted]

Email Address *

[Redacted]

Phone *

[Redacted]

Campaign website (if applicable)

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

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

<https://www.instagram.com/mikeverveermadison/>

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?

As a longtime representative of downtown, I have effectively fought for the residents and workers who call it home in City Hall for 30 years. I am proud of what we've been able to accomplish in growing Madison to where it is today. This growth is exciting, but has also shed light on the city's serious need for more safe and affordable housing. I'm running for re-election to champion policies that will help solve this crisis and ensure all members of our community can comfortably and affordably live, work, and play.

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

I understand the unique challenges facing small businesses because of my professional experiences working in small enterprises and owning my own solo law practice. I'll continue to be accessible and responsive to the needs of the small business community through my membership on Madison's Central Business Improvement District Board, regular participation in all Greater State Street Business Association meetings, and my active role in helping organizations navigate the routine systems necessary to opening and operating a company.

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

Continuing to move forward from the lasting impacts of the pandemic is the main issue currently facing downtown businesses. This includes a softening labor shortage, rising operational costs, and combatting downtown office vacancy. Businesses are continuing to adapt by planning strategically and navigating the influx of residents Madison is / will be experiencing over the next several decades.

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

Economic development is the process in which our community fosters a healthy economy. Its goal is to improve the standard of living through creating jobs, supporting innovation and investment into cutting edge products, and raising the quality of life for folks in the community. Local governments must support equitable and sustainable economic growth to utilize the new talent that continues to move to Madison.

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

Madison must be a place where all people are invited and feel welcome to live, work, learn and play. The best way to attract and retain a diverse workforce is by fostering a business community that values diversity, equity, and inclusion. We have to intentionally create pathways for historically underrepresented groups to succeed. Local employers have made diversity, equity, and inclusion a crucial and transformational element in the workplace, but it is critical within our local community as well.

****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?**

Far too many in our community face difficulty securing safe and affordable workforce housing. I've consistently been a strong supporter of robust funding of the City's Affordable Housing Fund (AHF) that assists in the creation of new rental housing. Additional progress has been made due to the fact that AHF is no longer limited to Section 42 housing projects and rental units. However, Madison must do much more to help people struggling in our community as these strategies have not produced enough units to meet the extreme need. The City's existing financing for homeownership development, program and services needs to receive a larger share of AHF funding with a focus on fostering homeownership for historically marginalized communities. Prioritization of affordable housing initiatives must continue in our annual budget process. Tax Increment Financing is another financial source that the City hasn't utilized to its full potential to create affordable housing. Additionally, I will continue to champion incentives for developers to dedicate significant portions of new developments for working families through density and height bonuses and believe this is the most effective way to reduce opportunity gaps for Madisonians downtown and across our city.

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

Madison is a boom town. We are blessed that folks are moving here by the thousands as our city is expected to continue growing throughout the next several decades. I have been a cheerleader for this progress. This presents incredible opportunities as we welcome new talent and organizations to Madison. While this is exciting, it also presents a significant challenge in ensuring that all residents have affordable workforce housing. I have, and will continue to, champion policies that facilitate Madison's growth while also making sure new and existing residents have safe and accessible housing they can call home.

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

Ensuring that Madisonians are able to commute safely -whether that be to work, play, the doctor's office or grocery shopping- on the Isthmus and across the city is deeply important to me. I worked closely with our partners in Metro Transit to develop Route 75 from downtown to Verona. Moreover, priority improvements I support include expanding Metro Transit route frequency and longer service hours. I will also fight to expand the Bus Rapid Transit (BRT) system to include the north-south line (Rapid Route B) and work to attract an Amtrak line to Madison that will help connect us to the rest of the region. The voices of transit-dependent members of our community must be prioritized. Additionally, I've advocated to add bike lanes, paths, and pedestrian improvements to improve the public health and safety of the community.

****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.

I support exploring all possible efficiencies in City government. I was a member of the committee that merged our city and county health departments into one organization, Public Health Madison & Dane County. I'm proud of the work I was able to contribute to this project that streamlined our public health services into a more efficient organization. I believe there are other thoughtful solutions we should explore such as combining City and County IT functions into one service that will allow the City government to save money. The City has recently expanded our cooperation with our suburban neighbors, particularly in the area of Metro Transit and the CARES Program. We should continue to find opportunities for the City to cooperate with other communities to find efficiencies.

****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