

2025 Madison Common Council Candidate Questionnaire

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

Candidate Full Name *

Davy Mayer

Aldermanic District *

6

Home Address *

[Redacted]

Email Address *

[Redacted]

Phone *

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Campaign website (if applicable)

<https://votedavy.com>

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

<https://www.facebook.com/DavyMayerD6Alder>

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 am running for alder because I believe I can be an effective advocate for my community through my twenty years of neighborhood organization experience, knowledge of city history and current issues as well as connections to people and groups within District 6 and beyond.

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

I've worked for a number of start-ups in Madison and have seen firsthand the struggles that they've experienced. I've been on the city's Downtown Coordinating Committee for over ten years, working with the BID on numerous strategies to help small businesses in the Capitol and State Street area. I know that small businesses often operate on very thin margins and that city policy changes that impact costs can have an enormous impact, for good or ill, on small businesses.

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

While East Washington Avenue has experienced a boom in construction and growth over the past decade, East Johnson Street and Willy Street have not had similar success. There is concern from some that East Wash is siphoning away businesses. We need to work to support these three "main streets" that pass through my district and see them all prosper. Another concern citywide is the difficulty in attracting and retaining service workers, having housing in the district that is affordable for those workers and a usable transit network.

The Beacon is located in District 6 and has enjoyed great success but has outgrown its current location as it stands. Area businesses have had to contend with knock-on effects from The Beacon. We need to support both the community members that utilize The Beacon's services as well as nearby businesses and residents.

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

Economic development is the process by which a community improves the economic well-being and quality of life for its residents. This can be done through strategies and programs that promote job creation, increased productivity and higher standards of living. Economic development can also involve attracting new businesses and industries, as well as supporting the growth and expansion of existing businesses.

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

We already have an amazing array of amenities that help attract workers, but retention requires an ongoing effort. More work should be done to connect our schools to the trades, which are in desperate need of a new generation of trainees. We need affordable and mid-range housing options throughout the city so workers don't need to commute long distances.

****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?**

In District 6 the landscape is bleak. Competition is high for naturally-occurring affordable housing and the rents that pass for "market rate" keep increasing. Many of our service workers have to commute long distances to work in the district.

We need more affordable housing. We need more market-rate housing to build the tax base so we have more funding to subsidize affordable housing. Because with the cost of labor, supplies and land acquisition, affordable housing will not be built on the isthmus without subsidies or incentives. Additionally, higher interest rates and President Trump's proposed tariffs that would increase the cost of many construction supplies will only make new construction more difficult.

I support allowing Additional Dwelling Units to gently increase density in neighborhoods of single-family homes. Transit Oriented Districts have begun to allow greater density along BRT routes and help quickly move workers around the city. We also need additional opportunity for home ownership beyond single-family homes, such as condos, townhomes and co-ops that provide ownership equity. I will work closely with developers and neighborhood associations to get approval for good development proposals that are compatible with the neighborhood and zoning.

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

Madison is a wonderful city with tons of amenities and low unemployment. It's no wonder the population continues to grow. The rental market has been behind the growth curve since the 2008 recession and has yet to catch up.

While much of an alder's focus is the next one or two years, I want to do long-range planning to plot a course to the future. Many experts believe southern Wisconsin may be an island of stability in the middle of ongoing climate change. Far from a comfort, that means we will likely be a destination for climate refugees. What would Madison look like with a population of 400,000 or 500,000? Let's start planning now.

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

Roads? We've got lots of them. And there's no room to build more in District 6. We need to continue to support and expand mass transit. BRT had some birthing pains, and it along with local routes continue to struggle with understaffing. We need to help Metro recruit drivers and ensure community members can lean on timely and reliable bus service.

Despite our new president, we may still receive funding for a north-south BRT route. An Amtrak station is less certain, but I would support a location in District 6 or wherever its best siting is determined.

I also support expansion of our already tremendous network of bike paths / lanes / corridors, along with the Madison BCycle network.

Self-driving cars are not too far away and will change the landscape and dramatically lower parking requirements. EV charging stations should be expanded.

****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.**

For many years, Madison and many other Wisconsin municipalities have been struggling with an inadequate state shared revenue formula. There is some hope that an ungerrymandered legislature may eventually be more representative of the state electorate and may in turn deliver a revised formula that provides adequate funding.

Until that time we will need to be deliberate and efficient stewards of our limited funding, including the additional referendum-provided funding thanks to voters.

Not backfilling positions vacant due to retirement or resignation is one method to reduce payroll, but that only goes so far until services degrade. Merging or eliminating some of our boards, commissions and committees may free up some staff time.

**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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