

Madison 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 *

[REDACTED]

Campaign website (if applicable)

<https://www.votedavy.com>

Social Media (Facebook, 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 have been closely involved with neighborhood organizations for twenty years. When I lived downtown I was a longtime board member of Capitol Neighborhoods, Inc. and vice president and president over a six-year span. I am now vice president of the SASY Neighborhood Association. I'm now running for alder because I believe my experience as a neighborhood advocate and involvement in the development process will make me effective in this position and that I can help guide the growth of District 6. I've spent a long time behind the scenes working on issues like development, zoning, transportation and greenspaces and I now want to help my district and this city in a broader capacity.

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 the past ten years, working 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.

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. What is your perception of Madison's business brand? How do you think Madison is perceived locally and nationally?

I think Madison has a strong business brand, as evidenced by the number of businesses starting or moving here, job vacancies, and the tremendous growth in population. Even though Epic chose not to build their campus within the city limits, Madison has no doubt benefitted not only from Epic employees who've chosen to live here, but from second-wave companies started by former Epic employees who decided to stay in Madison.

6. 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.

7. What strategies would you recommend for the city to meet the diverse needs of workforce housing?

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. I support allowing Additional Dwelling Units to gently increase density in neighborhoods of single-family homes. Transit Oriented Districts will 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.

**8. In what ways can city government support entrepreneurs of color working to start and grow an emerging business in Madison?

The city can help connect entrepreneurs of color to funding and financing through grants, loans, and other programs. It can offer mentorship and training programs or partner with non-profits to do so. Incubator and accelerator programs can provide entrepreneurs with space and resources to develop their businesses. And the city can offer networking opportunities and access to business resources and networks.

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

I am cautiously optimistic about the promised benefits of BRT and hope that it will lead to increased concentrated development along those routes. While I trust our city staff in their intentions to make Metro routes better through the upcoming Metro Redesign, I'm concerned that there will be people who will have a much harder time making use of new routes that are further from their homes and other destinations. We must evaluate the effects of these changes and not hesitate to fix any issues that arise. I'd be very enthusiastic to see Amtrak service extended to Madison. I've heard good arguments for all proposed station locations and don't yet have a preference.

****10. A challenge that often comes with growth are issues impacting crime and safety. Some of these challenges are real; others perceived. In either case, it impacts livability and our ability to recruit and retain talent to Madison. Do you view Madison as a safe community and what is the Common Council's role in building safe communities?**

Compared to other cities of our size, Madison is a very safe community. But we still must work to keep it that way. There is a perception that the downtown is unsafe, especially after the events of the summer of 2020, but I don't believe that perception is valid. We must work to repair that image.

We do need to continue on the path of police reform. I'm advocating for mental health triage teams who are better equipped to handle people experiencing mental health crises as opposed to uniformed and armed police officers.

Police need to be more visible in neighborhoods and present at times other than after there's been a crime. Police need to engage with neighborhood organizations to build trust, report issues and help neighborhoods protect themselves.

****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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