

Madison Council Candidate Questionnaire

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

Candidate Full Name *

Evan McSorley

Aldermanic District *

District 2

Home Address *

[REDACTED]

Email Address *

[REDACTED]

Phone *

[REDACTED]

Campaign website (if applicable)

evan4alder.com

Social Media (Facebook, Twitter, etc.) accounts, if any

Instagram buildstrongneighborhoods / Facebook Evan McSorley for City Council

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?

Like so many in Madison, I love our city I love the opportunities it has provided me I care about progress and seeing our neighbors feel good about the work being done I am running for Council because our city needs Alders who are team players, who have a long term investment in the city and who understand that strong, sustainable growth requires goal oriented leaders I believe in looking at the "big picture" and planning for the 10 year plan, not just for what seems attractive right now

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

Our city needs businesses to prosper. The Common Council must continue to promote small businesses throughout the entire city and surrounding suburbs. I'm a sales professional. Listening to, speaking with and understanding other's needs is something I do every day. My daily interactions with local builders, engineers and project managers allows me to understand the pressure businesses feel, not only during COVID, but through the current supply chain crisis as well. As your Alder, I will support legislation that is friendly towards small business prosperity.

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

Small businesses in District 2 are heavily supported by university students, young professionals and local homeowners. In our densely populated district, businesses feel hiked rent cost pressures, labor shortages and issues with supply chain. As your Alder, I will listen and do my best to support the needs of local business owners.

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

Economic development is measured by multiple variables. It can be measured by how many dollars are spent, how many dollars are saved, how many folks have moved into an area or the quantity of tickets an event sold this year compared to last year. The list goes on. I understand one of the primary duties of Madison's Common Council is to balance the city operating budget. Because I have a long-term investment in our city, I will do my best to ensure the operating budget is balanced in a way that will continue to drive economic development forward.

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

Madison's business brand is well represented. After reviewing Downtown Madison Inc's report late last year, I believe our city is supporting the right initiatives to address our growing market. The Common Council must continue to support legislation that encourages small business growth and prosperity. The city should seek opportunities to provide tax incentives to small businesses needing assistance. Whenever possible, I will make myself available to meet with local businesses in order to understand their needs and goals.

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

The answer is simple. Take care of our people. We must always be looking to improve our neighbor's quality of life. That is my objective as your Alder.

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

The Common Council should support legislation that expedites zoning and building permits. When a project is fully funded and meets the criteria for workforce housing, we must stand behind it and help support it through any required committee approvals in a timely manner. A timely manner, in my opinion means weeks and months, not years.

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

The city can and should support anyone who wants to start a business. As Alder, I will advocate for more education on career and business development with younger people, especially in areas with a higher minority population. I will encourage folks to invest their time with career center and career fair opportunities whenever possible. I will support legislation that creates new education programs and business tools for all of Madison's residents.

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

Our city needs a safe, clean and efficient transportation network. With a strong transit system, our city can continue to expand housing further off the isthmus while still providing access to downtown living. I believe in sustainable growth and that with reliable transportation, our city can continue to meet the expectation of Madison's residents. I will support funding to provide dedicated bus lanes, clean and inviting stations, intelligent transportation systems, user friendly fare collection and strong branding.

****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?**

Everyone wants to feel safe, whether that is in their home, at the park or on the street. I believe Madison is a safe city, but I know not everyone feels that way. As Alder, I will support programs designed to create safer streets. In particular, I support that we continue funding Madison CARES as well as Madison's Police Department's use of neighborhood officers. I will work with the other Alders to support programs showing evidence of positive results.

****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