

# Madison Council Candidate Questionnaire

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

Candidate Full Name \*

Matt Tramel

Aldermanic District \*

District 16

Campaign website (if applicable)

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

## Questionnaire

Please state your position on the following issues. Please limit answers to 500 characters. Any answers exceeding the word count limit will be redacted after 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?

To ensure that every neighborhood in District 16 is a vibrant, welcoming place to live, work and play. We need to focus on pro-growth economic development policies that support strong wages and jobs, while improving the quality of life for all.

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

I am currently building a small business called Tiny Mighty Communications. Amid a global pandemic we have added new clients, hired new partners and are growing revenue. My unique experience will inform my support for the small business community.

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

Adjusting to changing Covid-related restrictions and obtaining PPP loans are the top issues. As vaccinations increase and the pandemic recedes, we have a unique opportunity to strengthen an equitable and sustainable D16 business community.

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

Madison has a strong business brand, but large corporations, UW and government services often drive resource allocation. And while Madison tops 'best places to live' lists, the East Side feels like it's being left behind in civic revitalization.

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

Today's diverse workforce wants efficient/accessible public transportation, walkable retail/entertainment and quality affordable housing. Near-in areas like the East Side are poised to provide those amenities, but they need modernization.

### 6. How can the City of Madison build an inclusive economy and ensure the advanced industries accelerating here provide opportunity for all?

Incentivize public/private partnerships to establish R&D/lab/tech incubators in underutilized commercial corridors like Pflaum Rd./Agriculture Dr./Femrite Dr. Madison College could drive job training programs in partnership with growing companies.

### 7. What strategies would you recommend for the city to meet the diverse needs of worker mobility and housing?

Every citizen needs affordable, accessible transportation options. Housing and transportation policy should be wholistic, emphasizing 'smart city' integrated grid technology that eases congestion, increases mobility and reduces energy consumption.

### 8. How do you define economic development? Please elaborate.

Intentional and collaborative partnership between local government and private industry to establish and refine public policies that support equitable growth and increased standards of living across all populations of a community.

### \*\*9. What can the city do to support small businesses, particularly those hardest hit by the pandemic?

Find ways to reduce friction by streamlining business-related approvals and licensing processes. Establish a 'Reopening Madison' acceleration plan that promotes small business spending and helps drive demand as soon as practicable.

**\*\*10. As an alder, how would you work to achieve equilibrium in our local response to the pandemic in balancing the pivotal interests of public health, economic health and public confidence?**

Economic health and public confidence won't be fully restored until the vaccine is equitably distributed. Alders can coordinate between city/state/business officials to ensure community assets/facilities are integrated for fast, effective rollout.

**\*\*If offered an endorsement from the Greater Madison Chamber of Commerce, would you accept it? \***

Yes

**\*\*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.