

2026 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 *

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Home Address *

[REDACTED]

Email Address *

[REDACTED]

Phone *

[REDACTED]

Campaign website (if applicable)

mikeverveer.com

Social media accounts, if any

.facebook.com/MikeVerveerforMadison; instagram.com/mikeverveermadison

Questionnaire - Part 2

Please state your position on the following issues.

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 use your most recently submitted answer.

1. Why are you seeking this office?

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2. What qualifies you to understand the unique needs facing small businesses?

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

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4. How would you characterize Madison's current workforce housing supply? What strategies would you recommend for the city to meet the diverse needs of workforce housing?

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

6. 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.

****7. Do you consider Madison's property taxes to be too high, too low, or appropriate? Please explain your reasoning and provide specific examples of any fiscal changes you would recommend?**

The property tax burden is generally too high for many in our community. Madisonians demonstrated their strong support for our robust City services by voting 'YES' for Madison's funding referendum in 2024. As a longtime member of the Madison Finance Committee, I take the responsibility of trusted stewardship very seriously and will continue to be accountable with tax dollars while also continuing to champion a fair shared revenue funding agreement from the State Legislature. I will also continue to explore all possible efficiencies in City government. It's important to find opportunities for the City to cooperate with other communities that allow our government to save money and better deploy essential services.

****8.** The City of Madison is in the process of updating its economic development strategy. What policies or initiatives would you like to see incorporated into this plan?

[City of Madison Economic Development Strategy](#)

The revised City of Madison economic development strategy must continue to foster and create a healthy economy. Economic development initiatives and policies should improve the standard of living through the creation of jobs, attracting and retaining a diverse workforce, the support of innovation and the creation of an overall better quality of life. City Hall must encourage economic development to yield sustained economic growth. It is critical that the City nurture a healthy business environment that supports the success of all businesses, but prioritizes assisting small businesses, especially entrepreneurs of color. The City Economic Development Division currently offers valuable financial and technical assistance. That support should obviously continue, but should be more focused and robust. We should focus investment in existing and emerging industries. Besides connecting businesses with resources, the updated strategy must acknowledge and reduce the regulatory challenges businesses face.

****9.** While data centers are not new to Madison or the region, they are emerging as a major policy issue at all levels of government. What are your positions and views on data center development, and as an alder, how would you approach large development proposals like data centers?

The proliferation of data center development nationwide, driven by AI and digital demand and transformation, has led to significant economic and environmental concerns. The global insatiable demand for storage and processing power is undisputed. However, community concerns about straining electrical grids and water resources must be addressed regarding any proposed data center development. Such development is a major driver of economic development, including job creation and significant private investment. I support the current temporary moratorium on the development of new data centers and telecommunications centers (with a floor area of greater than 10,000 sq. ft. as a primary use) in the city. The City's zoning code did not anticipate this sort of intensive use. The moratorium will allow City staff and policymakers the opportunity to research best practices and consider zoning code modifications. The process must include robust participation from community stakeholders, including importantly, directly impacted businesses and subject matter experts. There are several smaller data centers and telecommunications centers currently operating successfully in downtown Madison with little notice or concern. I'm optimistic that we will be able to find common ground, and enact a sensible approach and safeguards to these new developments over the coming months.

****10. How do you view Madison's continued population growth? Is it an opportunity or a challenge?**

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.

****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.

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