

Madison Council Candidate

Questionnaire

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

Candidate Full Name *

Patrick W. Heck

Aldermanic District *

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Campaign website (if applicable)

<https://heckforalder.com>

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

IG: heckyesdistrict2, FB: heckyesdistrict2

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?

I am committed to addressing the challenges of racial and economic disparities, affordable housing, diversification of transportation infrastructure, guiding local development both large and small, and

executing climate change mitigation strategies.

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

As a member of the Downtown Coordinating Committee, I regularly communicate with small business owners and downtown stakeholders. Working with DMI and those same business owners on downtown equity and recovery keeps me aware of their many challenges.

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

The pandemic's impact and recovery from it are by far the dominant issues. Public safety and the perception thereof remain large concerns for downtown businesses and for those along E. Washington that have many social service entities nearby.

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

Our business brand is aligned with our city brand: natural beauty, high quality of life, progressive politics, topflight university, and the state capitol. Those inform our broad reputation as a job generator with consistent economic growth.

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

Madison should promote itself as a creative and progressive business, cultural, and political hub. Our neighborhoods, public schools, and businesses must be open to more diverse residents, employees and owners, and opportunity incentivized for all.

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

By recognizing Madison is not welcoming for people of color; by boosting incentives for diverse workforces, management, and ownership. Expand workforce development efforts, removing barriers to entrepreneurial activity in disadvantaged communities.

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

BRT must be pursued. Increase bus access for underserved areas where needs are crucial for getting to work and to improve access to training opportunities and healthcare. Affordable and workforce housing should be facilitated and incentivized.

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

The overall growth of economic activity, including increases in numbers and profitability of all businesses, with growth in health of all people, including increased per capita income, life expectancy, education, upward mobility, and quality of life.

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

The City's Small Business Equity & Recovery program is just a start. While city actions are limited by our tight budget, we should continue to lower or waive city fees for impacted businesses and temporarily ease regulations whenever possible.

**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?

Overall, PHMDC has done a good job of balancing these interests. The primary focus should continue to be the health of people, but the city should also develop plans for the gradual and safe loosening of capacity limits and other restrictions.

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

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.