

Madison Council Candidate Questionnaire

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

Candidate Full Name *

Samantha Givich

Aldermanic District *

Four

Home Address *

[REDACTED]

Email Address *

[REDACTED]

Phone *

[REDACTED]

Campaign website (if applicable)

samanthagivich.com

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

Instagram givich4d4

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 am seeking this office to start representing people in a way where their; voice is heard from their own experience, not just take on issues by what their experience appears to be from the outside. Additionally, I can bring a new perspective and refreshed outlook to the council that supports creating a collaborative space. Overall, I want to run to better myself and gain more experience in the political realm and improve the city of Madison, which I consider my new home.

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

I have never owned a small business; however, I have worked since I was 16 for numerous places and understand small business from an employee perspective. My approach to politics, which puts the people's experience before my own, will aid me in understanding and making beneficial decisions that address the unique challenges and needs of Madison's small businesses.

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

I have reached out to several businesses in my district. Some issues they are currently facing are; restarting and rebuilding post-covid, supply chain issues, climate change, downtown safety, and public perception of downtown.

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

Economic development has multiple parts; profit of businesses, employment rates, median citizen salary, amount of companies, and business turnover rates. My definition of economic development prioritizes employees and business owners. A successful city puts the people first and focuses on how to put more money into personal pockets. I am not against big businesses, as we need them, and they are essential to economic development. However, their success is integral in the city of Madison, where small businesses keep the city running; they come first.

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

Madison is marketed as a city run by small businesses. I think it is perceived locally as a very connected, friendly, and accepting city. Nationally, it is best defined by the university's reputation; it has the most recognition nationally and internationally, and what the University does and operates vastly impacts how the city as a whole is perceived. At the moment, people define the University as a renowned, accredited, friendly, safe, and desirable college campus. Therefore, the city is also typically defined in that way.

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

Madison should advertise its forward-thinking and general openness to everyone from different backgrounds. With that, the businesses and the city are also responsible for upholding those values. More than advertising, the city needs to be action-oriented in treating the workforce and hiring workers with a tolerant attitude that does not discriminate.

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

Affordability is the main goal when trying to meet diverse needs. One action the City can take to accomplish this is to pivot on who receives subsidies. For example, if someone would like to buy a less-expensive house that needs repairs, the City could subsidize them for redeveloping a previously uninhabitable home. Or suppose the City is opposed to giving money directly to homebuyers, or the prices are still too high. In that case, tax subsidies could be modified to provide the larger developers capital subsidies so that homes could be sold at lower costs. Overall, I believe the issue is that profit and production are being valued above affordability and accessibility when in reality, the two need to work together. By placing the residents first, a balanced solution could be created to fit everyone's needs and expectations.

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

I can't speak for entrepreneurs of color; however, some basic city assistance based on the responses I received would be to allow for sign postings and help the small businesses in the area get to know each other and build relationships. The second recommendation would be particularly beneficial to entrepreneurs of color, as forming community bonds is essential for any small business owner, especially emerging entrepreneurs.

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

I'm in support of a complete transformation of Madison's transportation system. There are plans to update the transit lines and add more routes through BRT and Metro Redesign. I support these plans, but I am also concerned that the City is just employing quick solutions that aren't long-term solutions. I am from Park City, Utah, and they kept their bus system and added electric buses that act as "public Ubers" called High-Valley Transit. Granite, Park City is a much wealthier area, and something of that caliber would have to be modified for the City of Madison. Still, I admire its creativity and innovation, and I would like to see more of that in our new transportation policies rather than simply changing routes and adding more buses.

****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?**

I perceive Madison as a safe city and have no real threats to my safety living here. First, I want to state that it's the city's responsibility to ensure the safety of everyone regardless of gender, identity, sexuality, or any other demographical features. With that, I support efforts that target the root of some safety issues people face, such as food security and mental health. Additionally, I support the actions by the city to improve physical safety, including the Violence Prevention Roadmap. Safety is a complex issue in which I want to account for as many factors as possible and support any efforts that make people feel safer, more welcome, and included in the community. It's the council's job to always have money allocated to improve the safety of the citizens and advocate for efforts that support these and other initiatives.

****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