

Madison Council Candidate Questionnaire

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

Candidate Full Name *

Sheri Carter

Aldermanic District *

District 10

Home Address *

[REDACTED]

Email Address *

[REDACTED]

Phone *

[REDACTED]

Campaign website (if applicable)

www.shericarter.org

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

www.facebook.com/vote4shericarter/

Questionnaire - Part 2

NOTE: Answers to questions highlighted in yellow were taken from the candidates 2019 submission

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 the office of District 10 Alder to continue my service to the Southwest neighborhoods and the city I am proud to represent a district that is diverse, and I want to continue to bring the voices of residents to the table, working together with the city and private partnerships to find solutions I will continue to work on several fronts community sustainability, equity, environment, entrepreneurship, youth and adult training, and eviction prevention My vision is to ensure we have walkable employment, health equity, food access, and affordable housing This is what motivated me to run in 2021 and still drives me today

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

My professional experience is in administration within the following areas the legal system, health services and social service industry. I have worked with non-profits and small businesses both newly form and established. I understand the challenges of uncertain funding, managing a small staff, seeking affordable insurance, and grant funding. This is the same experience almost every non-profit and small business deals with every day. I want to do what I can to provide every small business the opportunity to increase their capacity.

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

The businesses in my district face two challenges; disparity and opportunity. The economic investment that other part of the city has experience has not come to District 14. One factor in the delay in economic investments is the lack of a comprehensive plan for South Park Street from the Beltline to Wingra. South Madison will only reach its' full potential once a comprehensive plan is in place, and in turn South Madison will become a thriving community. With that said, I have worked with several businesses that relocated to South Madison and have plans to expand their workforce. Madison College establishing their South Campus is a game changer for South Madison and the future of businesses that will relocate to the area.,

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

Economic development encompasses housing, employment, living wage, public transit, opportunity for business, and investing in sustainable communities and education.

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 perceived as forward thinking on all levels. We are increasing the tech field in Madison to rival those on the West Coast. Our medical field is renown throughout the nation. Our art community is thriving and making in roads to national and regional acclaim. We continue to be a great place to live and work according all the rankings.

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

We need to look at this effort from various viewpoints. We need to look at where the next generation are living; if the trend continues, they are choosing a vibrant, livable urban setting. Furthermore, we must improve our public transit system which is attractive to the urban dweller. Next, we need to established opportunities of advancement from entry level to mid-careers in the urban areas. The City will need to have public transportation to the outer rim where the job centers are moving. Finally, we need to have what is important to the workforce – flourishing schools, transportation, recreation-arts-entertainment for a diverse audience and housing.

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

The City transit system cannot meet the needs of a growing City unless the transit infrastructure is expanded to accommodate the needs of the customers and businesses. Both the East Washington and Nakoosa facilities are on course for renovations/ improvements and will allow for additional buses to be purchased. In addition, the implementation of the BRT (Bus Rapid Transit) system will increase the capacity of the current system while decreasing the ride times. The City will need to continue their commitment to increase affordable housing throughout Madison.

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

The city's commitment should be to continue to increase significant funding to the Equity Business Initiative/Commercial Opportunity Assistance program and Small Business Emergency Recovery grant program. In addition, I would like to see dedicated space like the store front on State Street in other areas of the city. Finally, expand the market ready program to include more opportunity to learn, grow, and sustain

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

For years, our public transportation system has lagged compared to other medium size cities. Any improvement to the transportation system to support our growing workforce must be to implement changes quickly in order not to lose this mobile population. The urban dwellers are ready for a more efficient transit system. The metro redesign/BRT has improved the east-west routes, however, there are still improvements needed. We must remember that marginalized communities dependent on public transportation as their primary transportation and not to reduce their carbon foot print. Because there will be a need for further adjustment in the transit routes, the department of transportation will need to be able to implemented these changes quickly. Because the incoming workforce wants to get to point A and B, then zigzag to Z. The transit mobility lifestyle of urbanites are becoming desirable to suburbanites which increase the demand to get it our transit system design right from the start.

****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?**

The challenges of growth and sustainability for any city is the perception verse reality. I view Madison as a safe community and has great offerings to residents, visitors, and more. However, the common council role is maintaining our safe communities by creating and sustaining partnership with public safety by recognizing the importance of our downtown/entertainment corridor. In addition, our art-entertainment offering should reflect the diversity of the city. It is essential that we are nimble to the needs of the population and be able to address those needs from the lens of the community. Therefore, we must have real conversations between the council and city departments viewing the city through the outside lens of livability recruitment, retention, and perception. In addition, collaboration with our private stakeholders, and rooted community organizations are needed to maintain and build safe communities.

****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.

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