

Greater Madison Chamber of Commerce Alderperson Candidate Questionnaire

Please tell us about yourself.

Your Name: *

David Hoffert

Aldermanic District: *

13

Current Home Address: *

2006 Monroe St, Madison, WI 53711

Email: *

[REDACTED]

Phone: *

[REDACTED]

Campaign website, if any:

<http://www.davidhoffert.com>

Social media (Twitter, Instagram, etc.) handles, if any:

Facebook: friendsofdavidhoffert

Past education and work history (question optional; alternately you may send résumé to brett@madisonbiz.com)

I'll send my resume

Greater Madison Chamber of Commerce Alderperson Candidate Questionnaire

Instructions: Please state your position on the following issues. Please limit answers to 100 words. Any answers exceeding the word count limitations will be cut after 100 words.

If you have filled out this questionnaire before, you may skip starred** questions or modify previous answers to those questions. If you skip starred answers on this questionnaire, we will re-publish your 2017 answers.

**1. Why are you seeking this office?

I was born and raised in this city and now am raising my own family in it. Serving on the City Council would be my way of giving back to the city I love, and I would be honored to be a part of shepherding it through the challenges it faces as we transition from a big little city to a little big city.

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

As President of the Dudgeon Monroe Neighborhood Association during the complete reconstruction of Monroe Street, I worked closely with the Monroe Street Merchants Association to make sure our local businesses "survived and thrived." Between that and the fact that my concentration in my Master of Public Policy degree was economics, I believe I can be a strong advocate for small businesses in Madison.

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

Several business owners have told me that my focus on affordable housing is really a small business issue also, because they are having trouble attracting employees when standard wages are not enough to pay for housing in Madison. As the major thoroughfares in District 13 (Monroe, Regent, Park) continue to develop, we also need to make sure current tenants are part of the design process and have the ability to stay in business.

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

I believe Madison's business brand is hip. Our arts and food scenes are starting to rival those of any other city in the country, and many of our larger businesses are well-regarded for being second to none in terms of creativity and innovation. In terms of retail, I think our local residents deeply appreciate how many non-chain, local, small businesses we still have as well.

****5. How can the City of Madison best attract and retain a diverse and talented workforce?**

We need to make our city one that people both want to and can live in, and we need to make sure that is true across all socioeconomic classes and races. This means working aggressively to keep our housing affordable, making our public transportation system so easy and convenient that people choose to use it over personal vehicles, and continuing to protect our lakes and green spaces that make Madison so unique.

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

We need to make sure that all of our residents, regardless of socioeconomic class and race, are receiving enough of a high-quality education that they can compete for the lucrative jobs that keep expanding in Madison. In terms of City policy, this means managing our TIF districts in a way that keeps funding flowing to schools, but also developing job (re)training programs that enable people to enter these exciting fields.

7. With Madison's economic momentum, a continued focus must be placed on infrastructure improvements. What strategies would you recommend for the city to meet the diverse needs of worker mobility and housing?

I am supporting the development of Bus Rapid Transit in Madison, including multiple lines that serve all parts of the city. We also need to fully fund the new bus barn so that we can start investing in a modern bus fleet with features like WiFi on board. For housing, I support increasing density with infill development in order to avoid urban sprawl and diversifying the type and density of housing we build throughout the entire city.

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

I define economic development broadly. It certainly includes traditional activities such as recruiting new businesses and using mechanisms such as TIF to get solid infrastructure built. But it also includes things like promoting and even teaching entrepreneurship and providing a strong infrastructure for businesses to leverage, such as a robust public transit system. Connect Madison's fifth strategy of providing a qualified workforce is also a particularly insightful one.

9. The 115th Fighter Wing of the Air National Guard is an important driver of the Madison economy, providing an annual economic impact of over \$100 million, emergency and fire services for the Dane County Regional Airport, and over \$1 million in tuition assistance to area student guardsmen. Do you support the Wing as it seeks to continue its mission by acquiring next-generation F-35A jets? Please explain your answer.

I do support bringing F-35A jets to Madison and continuing our relationship with the Air National Guard. We do need to make sure that our relationship with them is constructive in both directions; for example, the recent news about PFA contamination of Well 15 is concerning and should be actively and transparently addressed by both the City and the Wing. But I believe challenges like this can and must be solved, because the relationship is too important to jeopardize.

10. 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 that the Chamber will publish my answers to this questionnaire

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