

Greater Madison Chamber of Commerce Alderperson Candidate Questionnaire

Please tell us about yourself.

Your Name: *

Allison E. Martinson

Aldermanic District: *

19

Current Home Address: *

340 Island Drive APT 5 Madison WI 53705

Email: *

[REDACTED]

Phone: *

[REDACTED]

Campaign website, if any:

aemartinson.com

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

@AllisonDistrict19

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

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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 am a working mother, an active community volunteer, and an advocate for Madison families. As our city continues to grow, citizen resources must grow as well, and be accessible to and available for all. My platform focuses on three top issues: housing solutions for all, transportation budget growth, and a holistic solution to juvenile justice.

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

I am the Director of Operations and a co-founder for a women-owned and women-led startup, focused on voter engagement - 1myVote, LLC. As a female business owner, I am keenly aware of the challenges women in entrepreneurial spaces face to launch and scale successful companies. By contributing my expertise in education and program management to entrepreneurial accelerator and mentoring programs like gBETA Social Impact, Madison Startup Week, and ForwardFest, I both understand the needs of small businesses and seek to provide resources that resolve problems and help businesses grow.

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

Many of the businesses in my district require foot traffic. By examining how the city arranges zoning of neighborhoods, we can help businesses build new relationships with customers.

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

Madison is a rising star in business, drawing attention from entrepreneurs hoping to bring ideas to fruition. However, as a community, I believe we could be better at demonstrating Madison's go-getter approach to business solutions.

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

We need to focus more on creating an inclusive community by first being honest about our shortcomings. Madison is losing talented workers of color due to issues of racism and bias. By acknowledging this problem, we can begin the work of building solutions. The work that the city has done to create training on racial equity and social justice is a good start, but these programs should also be available to private businesses.

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

Judging by the metrics in the Rockefeller Foundation's Inclusive Economy Indicators, an inclusive economy in Madison must provide equitable access to job growth. The best way for the City to invest in workforce development is to place a high priority on in-home digital access. Though discussions on the FTTP have come to a halt due to cost barriers, the City of Madison can pursue alternatives through pilot programs similar to the ResTech project, but implemented by nonprofit organizations like DaneNET. City of Madison can also work on library and neighborhood center budgets to ensure public access is consistently updated for use by citizens who cannot access internet services in their own home.

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?

The Bus Rapid Transit system would significantly increase worker mobility and requires the reassessment of monies within the Transportation budget, as well as communications with the county and state on the development of a regional transit system. Additionally, a Job Rideshare program targeted at parents with young children could build neighbor relationships while getting citizens to and from childcare and work. Mixed-use zoning in neighborhoods can reduce the cost of housing while providing more foot traffic to local businesses sharing spaces within a neighborhood. A mixed-use community like the Milwaukee Street SAP can significantly improve the livelihoods of neighbors in the community, providing space for families, businesses and transportation.

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

Economic development is a set of strategies that work together to improve the lives of people in a community. In Madison, our economic development relies on investment. By investing in the entrepreneurial community, we are building Madison's brand of Midwestern Problem-Solvers. By investing in workforce development, we are building talent for rising entrepreneurs. By investing in K-12 education, we are building our future workforce of go-getters: a generation of inventors, policy-makers and strategists.

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.

The Fighter Wing is an important part of the Madison economy and deserves our support. I have some concerns about the reports of cost overruns and problems with the F35 line, but I am willing to learn more. I support keeping this valuable resource in the community.

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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