

Greater Madison Chamber of Commerce Alderperson Candidate Questionnaire

Please tell us about yourself.

Your Name: *

Jim White

Aldermanic District: *

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Current Home Address: *

1340 E. Dayton St. Apt. 1, Madison, WI 53703

Email: *

[REDACTED]

Phone: *

[REDACTED]

Campaign website, if any:

jimforalder.com

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

Facebook: @jimforalder

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

Will follow up with 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?**

We need to make a real plan for our city's future. We have an affordable housing crisis in Madison, and every year I worry I won't be able to continue to afford to live in my neighborhood. I've heard the same from my neighbors. Moreover, 70,000 more people are expected to move here by 2040, and our streets are already too congested. If we don't plan now, we'll be forced into making policies by need. As alder, I will prioritize affordable housing in Madison and invest in a public transit system that is a real alternative to driving.

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

Small business is the heart of our city. I've spent the last 12 years in small business management, working in both the construction and the restaurant industries. I've seen firsthand how seemingly small policy changes can have devastating impacts on a small business' success and continued viability. As a city we must continue to be a place where small businesses can thrive. I will look at every decision we make in terms of how it will affect small business.

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

Businesses in the district need a stable workforce to thrive. Our workforce today is hampered by the lack of affordable housing and reliable public transportation to and from the district, especially during non-peak hours. With 10,000 new jobs expected on the Isthmus over the next 40 years, we should implement Bus Rapid Transit as a real alternative to driving. At the city-level, we must also plan to accommodate our anticipated population growth. If we don't encourage the creation of enough housing, those new workers won't be able to afford to live on or near the Isthmus.

****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 the economic driver of the state. Most of the state's growth is here, and we recruit the most young talent. People around the state know there are good jobs in Madison, they just can't afford to live here. And while Epic is a key driver of growth, we need to highlight our other high-tech jobs and small businesses to escape the perception that Madison is just the home of Epic. Madison is place of innovation. We need to focus on how Madison is the place that's solving the problems of tomorrow.

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

I moved here, because Madison had so much to offer: great restaurants, recreational sports, gorgeous parks, and a good comedy scene. We have to keep investing in our city's culture, but we also have to make sure people can afford to live here. Madison needs to be a place that people want to put down roots. So first, we need to create a real plan to accommodate housing at all levels. The city also needs to work with MMSD to improve the quality of our public schools. If people start families here, they're more likely to stay here.

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

I would start by building out our transportation infrastructure. We should implement Bus Rapid Transit and create a backbone for a complete overhaul of Madison's public transit system. We should also expand our system to better connect with underserved communities and neighboring municipalities. When people don't have to worry about things like parking and transit times, we expand opportunities to a broader range of people. But we can't stop there. It's essential that we maintain our city's commitment to enforcing non-discrimination laws, work towards pay equity, and ensure a living wage.

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?

My campaign is focused on planning to accommodate the growing housing needs of Madison, and working to implement a public transit system that is a real alternative to driving. As such, I am a strong proponent of Bus Rapid Transit, and believe we need to look at our housing needs in the context of a complete city transit plan. We should then integrate clear and attainable housing goals into Madison's comprehensive plan, as well as metrics to meet our growth. Then we should rewrite our neighborhood plans more often, so neighborhoods themselves can determine the best places for future growth.

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

Economic development is the use of policy to create an environment that improves economic prospects of an area, as well as the social and political situations of its people. For me, I want to see the productivity of an area go up without seeing it coupled with increases in the basic cost of living.

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.

Yes I do. The F-35A jets are going to end up going somewhere. Given that, I'd like to see them here, where they will positively impact our economy.

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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