

**Questions**

**Sheri Carter**

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**Lisa Veldran**

	Questions	Sheri Carter	Yanette Figueroa-Cole	Lisa Veldran
1	<p><b>What are three common concerns from residents in District 10 you often hear? Choose one and discuss how that concern can be addressed by you as the alder.</b></p>	<p>Public Safety, Affordable Housing, and Transportation. Affordable housing must blend seamlessly into the community. As an alder, I actively listen to my constituents to understand their vision for their neighborhoods over the next five to ten years. This engagement provides me with the insights needed to assess and advocate for projects that align with community goals. More importantly, we must develop a strategic vision for affordable housing within the city, rather than prioritizing speed over thoughtful planning. While addressing the housing shortage is critical, we must ensure that affordable housing developments are strategically placed to serve both residents and the broader community effectively. I strongly support conducting a comprehensive study to identify areas in Madison best suited for affordable housing projects. This study should examine key factors such as proximity to employment opportunities, access to reliable transportation, and connectivity to schools and essential services. By taking an intentional approach to housing development, we can ensure that affordable housing not only meets immediate needs but also supports long-term community growth and sustainability. Additionally, it is crucial that affordable housing is distributed throughout the city rather than clustered in a single area. A scattered approach promotes economic integration, reduces stigmatization, and fosters equitable opportunities for all residents. Housing options should be diverse, including townhouses, eight-unit buildings, duplexes, and even single-family homes, to accommodate a wide range of needs. By integrating affordable housing into different neighborhoods, we can create vibrant communities where residents have access to opportunities and resources. Madison's housing</p>	<p>Speeding (signage, road diet, infrastructure, enforcement), Pedestrian/Bike services (sidewalks, all ages, school crossings &amp; abilities path), basic services (food insecurity, access for youth activities, housing/evictions). One of the most common concerns I hear from residents in District 10 is speeding in residential areas. Many streets, especially near schools, parks, and high pedestrian areas, see drivers going too fast, creating unsafe conditions for pedestrians, cyclists, and other motorists. Additionally, residents frequently raise concerns about pedestrian and bike infrastructure, particularly the need for safer crossings and more accessible paths. Basic services, such as food insecurity, youth activities, and housing stability, are also pressing issues in our community. Speeding is a safety issue that requires a comprehensive and community-focused approach. Infrastructure changes play a key role in slowing down traffic and making streets safer for everyone. By working with city departments, I would advocate for traffic calming measures that naturally reduce speeding, such as road designs that encourage lower speeds and safer crossings. Signage and improved visibility near schools, parks, and key intersections can also create safer conditions by increasing driver awareness. Additionally, enhancing pedestrian and bike infrastructure, such as well-maintained sidewalks, protected paths, and accessible crossings, like the Hammersley Road redesign, will not only make it safer for non-drivers but also help naturally slow down vehicle traffic by creating a more balanced use of the streets. Community participation is also critical in addressing speeding concerns. Residents know their neighborhoods best, and their safety concerns are an important part of decisions about where improvements are needed most. As the District 10 Alder, I listen to</p>	<p>In my conversations with residents in District 10, three common concerns repeatedly come up:</p> <ol style="list-style-type: none"> <li>1. High Property Taxes</li> <li>2. The transit redesign (including BRT) not meeting community needs</li> <li>3. Various Traffic Concerns</li> </ol> <p>Addressing High Property Taxes One of the concerns I hear most frequently is property taxes are too high and the fear that they will continue to climb until they are not affordable for the average taxpayer. I believe the key to tackling this issue lies in establishing a sustainable and fiscally sound city budget. Here's how I plan to address it:</p> <ul style="list-style-type: none"> <li>● Long-Term Budget Assessments By regularly evaluating our financial status and forecasting future revenues and expenses, we can better plan for long-term needs. This proactive approach helps us avoid the pitfalls of reactive budgeting.</li> <li>● Budget Stress Testing Implementing rigorous stress tests on our budget will allow us to understand potential vulnerabilities and adjust accordingly before they become major issues. This method ensures that our financial strategies are robust enough to handle unexpected challenges without forcing tax hikes</li> <li>● Avoiding Last-Minute Tax Increases With these tools in place, we can make timely adjustments to the budget rather than relying on emergency measures, such as the levy limit increase we faced in November. This means fewer surprises for residents and more stable property tax rates over time.</li> </ul> <p>By taking these steps, I aim to create a fiscal environment where property taxes remain manageable, ensuring that residents can enjoy the services of our city without the burden of unexpected financial strains.</p>

		<p>strategy must reflect the diverse needs of its workforce, ensuring that housing options are accessible, affordable, and inclusive. Through careful planning and collaboration, we can build a foundation for a thriving, equitable future for all Madison residents. I am committed to working with various stakeholders, including city officials, developers, and community organizations—to develop an approach that meets the city’s needs while ensuring that residents can thrive in safe, stable, and supportive environments.</p>	<p>everyone who reaches out to me, ensuring that their concerns are heard and addressed. I actively seek input from residents and work to create more opportunities for community members to voice their opinions, whether through neighborhood meetings, events, surveys, or direct outreach with city staff. By prioritizing walkability, accessibility, and thoughtful street planning, we can create a community where all modes of transportation are safe and efficient. Addressing speeding is not just about traffic. It is about ensuring that our neighborhoods are safe and welcoming for everyone, whether they are walking, biking, or driving. Through smart infrastructure investments and community collaboration, we can make meaningful progress in improving safety across District 10.</p>	
2	<p><b>What is more important for our city right now: building new homes and commercial space or rehabbing/expanding/better utilizing our existing homes and storefronts?</b></p>	<p>According to the city’s population projections, new construction may still be necessary in areas where existing stock is insufficient to meet demand. However, combining various approaches can improve the city’s condition. Rehabilitating existing homes can provide affordable housing options while reducing the need for new constructions. Local zoning and policies should support home rehabilitation projects, offering incentives such as tax breaks or grants for property owners investing in renovations. Commercial spaces that no longer serve their original purpose can be repurposed. Vacant office buildings could be converted to storefronts or adapted to accommodate small businesses. In areas with high retail demand, refurbishing existing storefronts can maintain a vibrant streetscape and attract businesses that meet local needs. As the city expands, it is crucial to ensure that housing serves all income levels by integrating affordable housing options into both rehabilitated and new developments. Incorporating green building standards and energy-efficient designs in both new and rehabilitated homes will help reduce long-</p>	<p>Both building new homes and commercial spaces and rehabbing, expanding, and better utilizing our existing homes are crucial for our city’s growth and vitality. Each approach addresses different needs and complements the other. Rehabbing and repurposing existing homes and commercial spaces is a way to preserve the character of our neighborhoods while improving the quality of life for our residents. There are several programs already in place to support this, including resources for homebuyers and property owners to rehabilitate homes, the Community Facilities Loan (CFL) Program, and the Facade Improvement Grant Program. These programs are designed to help maintain the beauty of our city, make properties safer, and encourage investment in our local businesses. Programs like the Healthy Retail Access Program can help enhance commercial areas, providing support to businesses that contribute to the neighborhood’s economic and social well-being. At the same time, building new homes and commercial space is vital to meet the growing demand driven by rapid population growth and the current market’s vacancy rates. New development is necessary to ensure that we can</p>	<p>I believe that both approaches are essential for our city’s future. On one hand, building new homes and commercial spaces is critical to meeting our growing demand, attracting investment, and stimulating economic development. New construction can offer the opportunity to develop smaller homes and condominiums that can create an affordable pathway to homeownership - that remains out of reach for many of our residents today. On the other hand, rehabbing, expanding, and better utilizing our existing homes and storefronts is equally important. Investing in the rehabilitation of current properties preserves the unique character of our neighborhoods, supports sustainable development by making efficient use of our existing resources, and often addresses affordability concerns by enhancing and modernizing what we already have. Ultimately, the most effective strategy is a balanced one—integrating both new development and the revitalization of existing structures. By doing so, we can ensure that our city grows in a way that honors its past while embracing future opportunities, creating a vibrant, inclusive, and resilient Madison for all residents.</p>

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		<p>term environmental impact. Engaging with the local community, particularly in areas undergoing transformation, is important. Addressing residents concerns will contribute to the success of these projects.</p>	<p>accommodate more residents and new businesses. Affordable housing remains a significant challenge, and we need to prioritize creating new homes that are affordable to all income levels. As your Alder, I have fought for the Affordable Housing Fund to ensure that our city continues to support long-term solutions for affordable housing and not price out existing long term Madison residents. These funds can help ensure that new developments remain accessible to those who need them most. Additionally, land banking can help secure parcels for future development, ensuring we have space for new housing and businesses in the years to come.</p>	
<p>3</p>	<p><b>How do you plan to involve residents in the decision-making process in Madison?</b></p>	<p>I was honored to serve on the Madison Common Council for four terms (8 years). I approach issues with the same dedication I always have through direct, face-to-face conversations with residents at their doorsteps and by engaging with community leaders, business owners, and other stakeholders affected by any given issue. For me, going door to door is a vital means of ensuring open communication and understanding as a public servant. Throughout my time as an Alderperson, I prioritized collaboration, engagement, and bridge-building. By finding common ground—even with those who held differing views—we achieved solutions that truly benefited Madison and all our districts. I remain committed to fostering meaningful dialogue and building partnerships that contribute to the success of our community.</p>	<p><b>Notices and Updates:</b></p> <ul style="list-style-type: none"> <li>● I am always accessible by email and phone. Notices are shared through the alder blog, ensuring that people can stay informed about relevant developments.</li> <li>● Regular updates are shared with the Neighborhood Associations and Neighborhood Resource Teams, ensuring they are in the loop regarding changes or upcoming projects.</li> </ul> <p><b>Decision-Making Process:</b></p> <ul style="list-style-type: none"> <li>○ Decision-making involves committees and public hearings, which allow for community input and understanding of city processes.</li> <li>○ When there's a direct impact on District 10, Public Information Meetings are conducted to engage with the community and provide updates. These meetings keep the public informed and involved in key decisions.</li> </ul> <p><b>Community Events:</b></p> <ul style="list-style-type: none"> <li>○ Participate in events like <i>Parks Alive</i>, community meals,</li> </ul>	<p>I believe that staying involved and working closely with our community is vitally essential and will be a priority when I am elected as your alder. I plan to involve District 10 residents in Madison's decision-making in ways that include everyone. Public Forums and Town Halls I will hold both in-person and online meetings where residents can share their ideas, concerns, and feedback directly with me and other city officials. Working with Community Organizations By partnering with local groups, neighborhood associations, and other community leaders, I can reach more people and make sure everyone's voice is heard. Online Engagement In today's digital age, it's important to connect where people are. I will use online surveys, social media and video conferencing so that even those who can't attend meetings in person can share their thoughts. By combining in-person and online engagement, I'm committed to making my decision-making process transparent, inclusive, and reflective of our district's needs and vision.</p>

			<p>block parties, and planning area plans which are organized to build community engagement, create opportunities for socializing, and ensure that people feel connected.</p> <p>This structure promotes learning, involvement, and accessibility in community matters, helping people stay engaged in the decision-making processes that affect the community.</p>	
4	<p><b>The restructuring of the city bus routes has created difficulties for those with mobility challenges, longer walks to a designated bus stop. How can the city provide better transportation options for those with mobility challenges?</b></p>	<p>Our public transportation system has lagged other medium-sized cities for years. To support our growing workforce, quick and impactful changes are imperative. Urban residents and surrounding neighborhoods need a transit system that is efficient and accessible. The metro redesign and Bus Rapid Transit (BRT) improvements have enhanced east-west routes, but north-south routes still on the table. Prioritizing marginalized communities is crucial, as they rely on public transportation for jobs, education, and essential services. Additionally, expanding paratransit boundaries and reviewing eliminated bus stops, especially those affecting those with mobility challenge, is necessary. Complete funding for the BRT and metro redesign is essential. A notable example of a well-designed transit system is Portland, Oregon, showcases how a well-designed transit system can transform urban mobility.</p>	<p>The restructuring of the city bus routes has created challenges for those with mobility difficulties, and it's important that we prioritize the needs of all residents, especially those who are most vulnerable. As your alder, I've heard directly from the community at every step of the process, both during the redesign, and as the new system has been rolling out including advocating for the re-routing of the D route. I understand how the longer walks to bus stops have impacted people, especially those with mobility challenges, and I've worked with city staff to address these concerns. This issue comes down to fairness and equity. We need to make sure that the changes to public transit don't leave anyone behind. For people with mobility challenges, access to reliable transportation is crucial. It's about making sure people can get to where they need to go, whether it is for work, healthcare, or other essential services. I'm committed to working with the city's transportation department to make sure we are meeting the needs of those who are affected the most. This may include making sure bus stops are placed in more accessible locations or finding other ways to improve services for those who need it. The goal is to ensure everyone has access to the transportation they need, and I'll continue to fight for these budgetary needs as we move forward.</p>	<p>To better serve residents with mobility challenges, the city can try a few simple solutions:</p> <p><b>Make Bus Stops More Accessible</b> We can review where bus stops are placed and move them closer to the neighborhoods that need them most. The current transit redesign is not working for many residents in District 10 and should be reviewed. We can also upgrade the stops by adding ramps, benches, and shelters.</p> <p><b>Expand Paratransit Services</b> We can improve our current paratransit programs by offering more frequent rides or longer service hours. This will give residents with mobility challenges reliable, direct transportation to the places they need to go. By using these ideas together—making bus stops easier to reach and boosting paratransit services—we can build a transportation system that better meets the needs of our residents with mobility challenges.</p>
5	<p><b>Madison residents approved a \$22 million referendum on the</b></p>	<p>My focus would be on ensuring that the</p>	<p>The November referendum was necessary</p>	<p>To prevent future budget shortfalls and ensure</p>

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**November 5 ballot. The mayor said that this was needed to give rises to staff, reduce employee turnover, and ensure services remain at elevated levels. If elected, what three steps would you take to prevent more budget shortfalls and put our city on firmer financial footing?**

city's finances are stable, sustainable, and able to meet both short-term and long-term needs. Based on the situation you have outlined—where a \$22 million referendum was passed to provide raises, reduce turnover, and maintain high service levels, here are three steps I would take to address budget shortfalls and improve the city's financial standing. The first step would be to initiate a rigorous financial forecasting process to project revenues and expenses next 5 to 10 years. This would help us understand potential gaps or shortfalls before they become critical and allow for initiative-taking adjustments. We would align city goals with a realistic budget that takes into account projected growth, inflation, and rising costs. The second step is to prioritize essential services, I would focus on prioritizing core city services and aligning spending with our most urgent needs, ensuring that funds are allocated in a way that benefits the community without overextending resources. Thirdly, I would recommend setting aside a contingency fund or rainy-day fund to cover unexpected costs. This would provide a buffer against economic downturns, state or federal funding cuts, or other unforeseen circumstances. This would not be used light, for example the winter the city almost ran out of salt would be a cost to use the contingency fund.

to maintain city services at their current level. Madison continues to grow, and with over 200 staff vacancies, we are already struggling to keep up with demand. As our population increases, we need to ensure that city services remain strong and that we have the workforce necessary to support them. One of the most important ways to prevent future budget shortfalls is to push for fair wages and benefits for city employees. Competitive pay is critical to retaining and attracting staff, which in turn ensures high quality services for residents. The limitations imposed by Act Ten have made it more difficult to achieve wage parity, and I will continue to advocate for collective bargaining rights to address these challenges. Ensuring fair wages is not just about supporting workers. It is about making sure that Madison has the staff it needs to function effectively. At the same time, I will continue working to identify efficiencies within city operations. We have already taken steps to streamline services and reduce costs, and I will keep pushing for smarter budgeting and strategic planning to make sure taxpayer dollars are being used effectively. This means evaluating programs, consolidating where possible, and ensuring that resources are directed toward the most essential services. Finally, we cannot ignore the impact of state funding. Madison does not receive its fair share of shared revenue, and that needs to change. I will continue advocating for the state to increase its support for local governments. However, we know that Speaker Voss and other state leaders have resisted these efforts, putting cities like Madison in a difficult position. Despite these challenges, I will keep working with state legislators and pushing for a more equitable distribution of funds to ensure Madison does not have to rely on local taxpayers to make up the difference. A stronger financial foundation for Madison requires a commitment to fair wages, smart

Madison remains on firm financial footing, I would focus on three key strategies: Long-Term Budget Assessments and Stress Testing Instead of relying on referendums to raise the levy limit, I would push for long-term budget assessments and regular stress testing. This means analyzing our financial outlook years in advance, identifying potential shortfalls early, and making gradual adjustments to avoid sudden funding crises. Smart Budgeting and Responsible Investment I would support a careful review of city spending to ensure funds are being used effectively and equitably. By identifying opportunities to reallocate resources, improve efficiency, and invest in programs that provide the greatest benefit to residents, we can strengthen essential services while maintaining financial stability. Expanding and Diversifying Revenue Sources To reduce the city's reliance on property taxes and avoid frequent referendums, I would explore new revenue opportunities. This could include attracting businesses that contribute to the tax base, responsibly leveraging state and federal grants, and lobbying for more state shared revenue. By combining these approaches—careful financial planning, smart budgeting, and revenue diversification—we can build a more stable, sustainable budget that supports city services while protecting taxpayers.



			budgeting, and securing the state funding we deserve.	
6	<p><b>If there is a change at the national level to public health policy, e.g. downplaying/denigrating the value of vaccines against deadly infectious diseases, what are some ways the City of Madison can proactively shore up resources and support for Public Health Madison Dane County, to better deal with potential new outbreaks and epidemics?</b></p>	<p>If there were a shift in national public health policy that downplays or undermines the value of vaccines or other critical health measures, it would be important for Madison and other local municipalities to take proactive steps to protect public health, maintain trust, and ensure that essential services are still effectively provided. Here are three key ways the City of Madison can shore up resources and support for Public Health Madison &amp; Dane County (PHMDC) to better handle potential outbreaks and epidemics. Public Education on Vaccines and Health Practices by investing in robust public health campaigns that focus on educating residents about the benefits of vaccines and the importance of public health measures. Focusing on target populations like schools, workplaces, and community centers, and using a mix of media. Establishing community outreach and engagement plan by using trusted messengers, including local doctors, healthcare providers, community leaders, and even local celebrities, to help spread accurate health information. This creates more avenues for people to get the right information, especially in underserved or skeptical populations. Ensuring that accurate, timely and transparent information is being deployed. Increase funding for local health initiatives by bolstering the infrastructure of PHMDC. If there is any shift at the federal level that cuts funding or resources for vaccines and public health initiatives, Madison should consider allocating additional local funds to fill the gap. This could include funding for vaccine distribution, health outreach programs, and essential medical supplies. By implementing these steps and incorporating many other initiatives the city of Madison can ensure that PPHMDC remains strong, resilient, and</p>	<p>Madison is fortunate to have a strong partnership between the City and Dane County in supporting Public Health Madison Dane County. This collaboration ensures that public health efforts are well funded and responsive to the needs of our community. Unlike other municipalities that may struggle with fragmented public health systems, our joint approach allows for coordinated action in the face of emerging health threats. Public Health Madison Dane County is committed to keeping all residents safe and healthy, regardless of changes at the national level. The city and county can support this mission by continuing to invest in public health infrastructure, ensuring that resources are available for outreach, education, and vaccination efforts. This includes maintaining strong community partnerships to combat misinformation and encourage science-based health practices. Throughout the COVID-19 pandemic, we saw how critical local leadership is in responding to public health crises. From setting up vaccination sites to providing accurate information to the public, Public Health Madison Dane County played a key role in protecting our community. Moving forward, we must ensure that the department has the staffing, funding, and authority needed to respond quickly to new outbreaks or epidemics. If national policies undermine confidence in vaccines or other public health measures, the city must be proactive in countering misinformation. That means expanding public awareness campaigns, working with trusted community organizations, and ensuring that all residents have access to reliable health information. Public Health Madison Dane County has already demonstrated its ability to lead in these efforts, and the city should continue to provide the support needed to sustain and expand these programs. Public health is a</p>	<p>The City of Madison must remain proactive in protecting public health, regardless of national policy changes. To strengthen Public Health Madison &amp; Dane County (PHMDC) and ensure we are prepared for potential outbreaks, I would focus on two key areas: Stable Funding for Public Health Services The city should prioritize stable funding for PHMDC, ensuring they have the resources to continue vaccination programs, public education campaigns, and outbreak response efforts. This includes securing local and state funding to fill potential federal gaps. Community Outreach and Education Misinformation can be dangerous, so we need clear, science-based communication about the importance of vaccines and other preventive measures. Partnering with schools, healthcare providers, and community organizations can help ensure accurate public health information reaches all residents, especially vulnerable populations. By maintaining strong local funding and prioritizing public education Madison can remain a leader in protecting public health, even in the face of shifting national policies.</p>

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		<p>prepared for any health crisis</p>	<p>foundation of a strong and thriving community. By reinforcing our local public health infrastructure, ensuring stable funding, and pushing back against misinformation, Madison can continue to be a leader in protecting the health of all residents.</p>	
<p>7</p>	<p><b>The city of Madison has a Racial Equity and Social Justice Initiative (RESJI) whose focus is to “address Madison’s most persistent inequities while supporting a sustained shift towards fairer practices throughout our institutions that will ultimately benefit all.” What are some specific successes as well as shortcomings of this initiative?</b></p>	<p>In 2015, one year after the establishment of RESJI, the educational requirements for many entry-level positions were changed to better match the job needs. For example, an education requirement could start at a high school diploma instead of a college degree. For example, a receptionist position could now require only a high school diploma. Another achievement was getting city departments to incorporate RESJI into their annual budgets and prospective projects. Implementing RESJI can be challenging due to long-established inequalities, but continuous efforts are necessary to integrate it into various projects and budgets. As we know that certain inequalities developed over centuries, ongoing work is required to address institutional and structural racism through RESJIs comprehensive approach. Sometimes it may be awkward to incorporate or even accept as a vital tool, but the work continues and the core of the establishment of RESJI will never diminish.</p>	<p>The success of the Racial Equity and Social Justice Initiative lies in the understanding that it is not a quick fix, but a framework for decision-making that requires ongoing commitment. It is about shifting the way we approach policies, programs, and budgeting to center equity at every step. This work takes time, effort, and a willingness to rethink long-standing practices, but it is essential for building a more just and inclusive city. One of the keyways Madison has integrated this approach is by prioritizing funding through the lens of racial equity and justice. This means directing resources toward communities that have historically been underserved and ensuring that investments reflect the needs of all residents. The Metro redesign is a strong example of this principle in action, as it was shaped by a commitment to improving transit access for communities of color and lower-income neighborhoods. Parks Alive is another example, bringing resources, programming, and community engagement to historically overlooked areas, fostering a sense of belonging and investment in public spaces. Other initiatives, such as the Glen Golf Park and the reimagining of Yahara Hills, demonstrate how public spaces can be designed to serve broader and more diverse communities. The Imagination Center at Reindahl Park is another exciting project, providing access to learning, creativity, and community resources in a neighborhood that has long needed additional investment. These efforts, along with support for nonprofits that serve marginalized communities, demonstrate a commitment to</p>	<p>The City of Madison’s Racial Equity and Social Justice Initiative (RESJI) has made progress in tackling racial disparities, but there’s still work to do.</p> <p>What’s Working</p> <ul style="list-style-type: none"> <li>- Including Equity in City Decisions: RESJI has helped make racial equity a key part of city policies, budgeting, and hiring, leading to fairer practices.</li> <li>- Training City Staff: The initiative provides racial equity training to city employees, helping them understand bias and create fairer policies.</li> <li>- Engaging the Community: RESJI has worked to bring in voices from marginalized communities and include them in decision-making.</li> </ul> <p>Where We Can Improve</p> <ul style="list-style-type: none"> <li>- Tracking Real Impact: While RESJI has good goals, we need better ways to measure progress and hold elected officials accountable for real change.</li> <li>- More Community Involvement: Residents and community groups should have more opportunities to share their input and be actively engaged in local decision-making.</li> </ul> <p>To make RESJI stronger, the city should focus on clear progress tracking, deeper partnerships with the community, and making sure its policies lead to real, meaningful change.</p>

			<p>ensuring that every resident has the resources and opportunities they need to thrive. The city has also made strides in hiring practices, working to build a more diverse and culturally relevant workforce. Language access has been another critical area of progress, ensuring that residents who speak languages other than English can engage with city services. The Community Navigators program and the city's partnership with La Movida have been instrumental in connecting people with resources and improving outreach efforts. While these are important steps forward, there is still work to be done. The success of RESJI depends on continuous learning and application of its principles. It requires not only adopting equity-focused policies but also measuring their impact and adjusting where necessary. Madison must remain committed to this work, ensuring that racial equity and social justice are not just aspirations but fundamental values that guide every decision.</p>	
8	<p><b>If you could change one thing in our zoning code, what would it be and why?</b></p>	<p>When implementing new zoning ordinances, we must ensure they align with the existing zoning code. While I don't have a specific code to change, I would advocate for using plain English in these codes to make them easier for residents and developers to understand. Additionally, an intake call section should be included to outline the steps needed to complete a project before arriving at the municipal building and discovering additional requirements.</p>	<p>I would eliminate zoning rules that were originally designed to promote redlining and segregation. While redlining is no longer legal, many of the zoning codes that reinforced it are still in place, shaping where and how housing can be built. These policies were historically used to exclude lower-income residents and communities of color from certain neighborhoods, creating lasting disparities in housing access, wealth accumulation, and community investment. Many of Madison's zoning laws were written in a way that limited housing options in certain areas, reinforcing patterns of segregation that persist today. By restricting multi-family housing and other affordable housing types, these rules made it harder for diverse communities to form and for families to live where they choose. Even though the intent behind these laws has shifted over time, their impact remains. Updating our zoning code is an opportunity to right past</p>	<p>If I could change one thing in Madison's zoning code, I would make it easier to build more affordable homeownership options such as condominiums and smaller homes in new developments. This could:</p> <ul style="list-style-type: none"> <li>- Make Homeownership More Affordable Expanding housing options gives middle- and lower-income residents a better chance to buy a home that fits their budget.</li> <li>- Create More Diverse Neighborhood A mix of these housing types allows people of different incomes, backgrounds, and life stages to live in the same community.</li> <li>- Support Sustainable Growth Building smaller, more efficient homes could help prevent urban sprawl and makes it easier to invest in public transit, biking, and walkable neighborhoods. This change would help Madison grow in a way that is more inclusive, affordable, and environmentally responsible, ensuring that more people have</li> </ul>



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			<p>wrongs and create a more inclusive city. Allowing a wider range of <b>home</b> types in more neighborhoods can help open doors for residents who have historically been excluded. This is not about eliminating <b>detached</b>-single homes, which will always be part of Madison's housing landscape, but about ensuring that zoning is not used as a tool to keep people out. By removing outdated restrictions, we can ensure that every resident has a fair chance to live in any neighborhood, with equal access to schools, parks, and job opportunities. This is a step toward making Madison a city where all communities can thrive, free from the barriers that were put in place to divide us.</p>	<p>the opportunity to own a home and build a future here.</p>
<p>9</p>	<p><b>How is the city incorporating climate resilience into its land use planning and zoning regulations? If elected, what would you do differently?</b></p>	<p>The city has implemented zoning and building codes that promote sustainable building practices (energy-efficient buildings, renewable energy, and stormwater management) This initiative includes incentives for achieving green building standards such as LEED certification. The Climate Action Plan aims to reduce greenhouse gas emissions and enhance resilience against climate impacts. Key strategies include reducing energy consumption, promoting sustainable transportation, and increasing green infrastructure, such as parks and green roofs, to mitigate the urban heat island effect and improve stormwater management. I would add to the climate resilience and zoning regulations several steps to ensure that the residents implement some of these energy efficiencies. Including setting up a rebates, tax savings to encourage implementation.</p>	<p>The city has taken important steps toward incorporating climate resilience into its land use planning and zoning regulations. Programs like Transportation Demand Management (TDM), Complete Green Streets, and Transit-Oriented Development (TOD) have made strides in promoting more sustainable transportation options, green infrastructure, and denser, more walkable development. These initiatives help reduce the city's carbon footprint, promote better use of land, and ensure that development is aligned with climate goals. TDM encourages alternatives to driving, such as biking, walking, or using public transit, which reduces traffic congestion and air pollution. The Complete Green Streets initiative ensures that our infrastructure supports sustainability by incorporating green spaces, permeable surfaces, and other eco-friendly features into street design. Meanwhile, TOD focuses on ensuring that development is concentrated around public transportation hubs, making it easier for residents to rely on transit rather than personal vehicles. While these efforts are important, more can be done to ensure that Madison's growth and development are fully aligned with long-term climate resilience goals. Expanding</p>	<p>The City of Madison has taken steps to incorporate climate resilience into its land use planning and zoning regulations by encouraging sustainable development, expanding green spaces and stormwater management and prioritizing public transit. While these efforts above are important, we can do more to strengthen Madison's climate resilience, including: Expand climate-resilient housing and infrastructure We should ensure new developments are built to withstand extreme weather, including better stormwater management and cooling strategies to protect vulnerable residents. Enhance community input on climate policies Residents should have a greater role in shaping climate-resilient zoning policies to ensure they reflect community needs.</p>

			<p>green building incentives is key to prioritizing energy efficiency and sustainable materials in new construction. Additionally, promoting resilient land use practices, like reducing the risk of flooding and using natural solutions such as urban forests, green roofs, and rain gardens, can manage stormwater more effectively. Supporting zoning policies that incentivize sustainable transportation options, such as bike lanes and electric vehicle charging infrastructure, would reduce the city's carbon emissions and make it easier for residents to adopt greener lifestyles. Madison can be a model for climate resilience, and zoning and land use decisions must address both immediate environmental concerns and long-term sustainability.</p>	
10	<p><b>Describe your experience working with different stakeholders in our community such as businesses, community organizations and residents and what you have learned from those experiences.</b></p>	<p>I understand the successes and challenges of running a small business. In 2019, I took the initiative to create the Equity Business Initiative, aimed at fostering inclusivity and providing equitable opportunities for small business owners. Building on that effort, in 2020, I launched the Commercial Opportunity Assistance program to further support and empower small businesses in achieving sustainable growth. When State Street businesses faced significant challenges during the 2020 protests, I spearheaded the creation of the Small Business Emergency Recovery program to provide timely aid and help these businesses recover and rebuild. Each of these programs was designed with the unique needs of small businesses in mind, offering them the resources and support necessary to thrive in both challenging and prosperous times. Looking ahead, I remain committed to championing small businesses. I will continue to advocate for and support funding for the Equity Business Initiative, the Commercial Opportunity Assistance program, and the Small Business Emergency Recovery program. Moreover, I am dedicated to identifying and creating</p>	<p>District 10 has six Neighborhood Associations, three Neighborhood Resource Teams (NRT), multiple restaurants, and liquor license holders. The District benefits from organizations like the Allied Wellness Center, which provides healthcare services; Meadowood Health Partnerships, which focuses on community health; Common Wealth Development, which offers economic development programs; the Latino Academy, which provides educational services; and the Enrichment Committee, which promotes community engagement. Additionally, the District is supported by three Police Districts: West, Midtown, and South. I have had the pleasure to meet people where they are, connecting at yearly events like Easter egg hunts, Fourth of July Parades, Ice Cream socials, community meals, Parks Alive Neighborhood associations, NRT meetings, meetings with businesses that need support with city services like liquor licenses and MPD's supervisors' meetings and their outreach events. These engagements are not solely about me; they are about us, the community. They give us a broader view of the District's needs and help us prioritize issues that range from evictions to living on fixed incomes, from transit access to speeding, food accessibility, youth</p>	<p>When I was president of the Meadowood Neighborhood Association, a tragic event shook our tight knit community—a young teen was murdered in June 2009. For many in our quiet neighborhood, this was both heartbreaking and shocking. In response, I worked with a team that included officers from the West Madison Police Department, public health nurses focused on violence prevention, and other neighborhood associations to support affected residents and find solutions. From these efforts, we formed the Southwest Madison Community Organizers, and with the help of public health nurses, we secured a grant to work on violence prevention strategies. Though the group no longer exists in its current form, it helped spark and support several lasting community efforts, including:</p> <ul style="list-style-type: none"> <li>- Meadowood Health Partnership, led by Sheray Wallace, which continues to serve</li> <li>- residents today.</li> <li>- Mellowood Foundation, founded by Coach Assad, providing mentorship and support</li> <li>- for youth.</li> <li>- Collaborations with city agencies that included the Madison Police Department,</li> </ul>

**Questions**

**Sheri Carter**

**Yanette Figueroa-Cole**

**Lisa Veldran**

		<p>additional opportunities to enable small businesses to flourish in our community. Together, we can build a resilient and thriving small business ecosystem that benefits everyone.</p>	<p>employment, job training, and basic services. My approach has been to foster connections among service providers and community members throughout the District, maximizing resources and bringing people together to enhance self-awareness and understanding. This collaborative</p>	<p>Public</p> <ul style="list-style-type: none"><li>- Health Madison &amp; Dane County, Madison Parks, Meadowridge Library, Community</li><li>- Services, the County's Joining Forces for Families, our public schools Orchard Ridge</li><li>- Elementary and Toki Middle School, and our church communities including Good</li><li>- Shepherd Lutheran Church and Orchard Ridge UCC. These collaborations continue to this day.</li></ul> <p>The biggest lesson I learned was that lasting change happens when residents take an active role in creating solutions for their community.</p>
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