

Greater Madison Chamber of Commerce Alderperson Candidate Questionnaire

Please tell us about yourself.

Your Name: *

Patrick Heck

Aldermanic District: *

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Current Home Address: *

123 N Blount St., Apt 303

Email: *



Phone: *



Campaign website, if any:

heckforalder.com

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

@heckyesdistrict2 (Facebook and Instagram)

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

Education:

BS in Meteorology, Iowa State University, Graduate work at ISU

Work History:

2003-current: Researcher, UW-Madison, Cooperative Institute for Meteorological Satellite Studies

1985-2003: Researcher, NASA Langley Research Center, Hampton, VA

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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?**

My experiences with my neighborhood association, as a member of the Zoning Board of Appeals, and with other community groups have instilled a desire to do more. On the Tenney-Lapham Neighborhood Association (TLNA) Council, where I lead and guide neighborhood input when evaluating development proposals, my appreciation of the concerns of neighbors, as well as the needs of both the city and developers, has grown. Also, Ledell Zellers has been an excellent Alder – an approachable and transparent representative for our district; I want that tradition to continue while exploring additional solutions for our housing affordability crisis and transportation inequities.

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

As a TLNA Council member, I supported the neighborhood's small business community, including obtaining a City neighborhood grant to help Johnson Street businesses during the 2014 street reconstruction. That same year, representing both TLNA and The Yoga Co-op of Madison, I worked with neighborhood businesses to form the Capitol East Business Association. This effort was also supported by a City grant. I have participated in many community meetings where businesses expressed interest in locating in Tenney-Lapham. I have relationships with small and mid-sized businesses along the E. Washington corridor and I am involved in all development-related activities of TLNA.

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

Developing a stronger identity for the businesses on E. Johnson, E. Washington, and Fordem will help promote all businesses in District 2. Several businesses have a regional draw which can help create a destination identity based on unique experiences and offerings. Lack of off-street parking is a perennial obstacle for E. Johnson businesses. We should consider adopting business-friendly street parking regulations for key streets. For instance, the City could create more time-limited parking stalls in the E. Johnson business district. At the same time, the City should improve bus access and bolster safe bicycle and pedestrian routes to businesses.

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

Madison's business brand is closely aligned with our brand as a city; we are known for the natural beauty of our geography, our progressive political culture, our topflight university, and as the state capitol. Those inform our reputation as a national and statewide job generator with consistent economic growth. Madison's reputation imbues our business brand with quality of life assets that attract investment, employers, and high-quality employees. Locally, the support given to new and existing businesses in the form of public incentives and cooperation is generally well-received. This public support enhances our local and statewide reputation as a regional powerhouse.

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

Madison should continue to promote itself as a creative and progressive business, cultural, and political hub. People are attracted to cities that are culturally diverse and provide core areas full of modern amenities, living opportunities, and a vibrant cultural/arts scene. To attract a talented and diverse workforce, the city should invest in Bus Rapid Transit and other transportation upgrades, including continually improving bicycle and pedestrian infrastructure and services. The city should promote multiple childcare options; make certain that public schools at all levels excel, and ensure that recreational opportunities abound for young and old alike.

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

Madison can first recognize that our predominant culture, business or otherwise, is not welcoming for minorities, particularly people of color. Addressing inequities in opportunity must include proactive programs that provide incentives for diverse workforces and management. Incentives could be integrated into economic development assistance tools, including Jobs TIF criteria. These can apply to existing employers and businesses exploring relocation here. The City can articulate equity goals/policies for federal Opportunity Zones and provide local incentives when proposals address inequities. Collaborative workforce development efforts with local partners should expand, as should efforts for removing barriers to entrepreneurial activity in disadvantaged communities.

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?

Bus Rapid Transit must be pursued, particularly since Madison's center is becoming sufficiently dense to support improved mass transit. We also must increase bus access, BRT or otherwise, for those underserved neighborhoods where needs are crucial for getting to places of employment and to improve access to training opportunities, healthcare, and other community resources. Madison's Affordable Housing Fund has been effective in leveraging additional resources and should be continued and expanded to provide additional housing options for a diverse workforce. Generally, density in core areas should continue to increase so that mobility and housing options are plentiful and sustainable.

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

Economic development refers to the overall growth of economic activity including increases in the number and profitability of the widest range of business endeavors. It also refers to the overall growth in economic health of all members of society, including increased per capita income, life expectancy, health, education, upward mobility and quality of life. Madison ranks high on many of these measures overall, but we have more to do to ensure that the benefits of economic development are shared by all. The city should leverage needed assets to ensure that the city's economic growth is broad based and equitable.

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 support the 115th Fighter Wing and remain open to its acquisition of F-35A jets, but would first need to fully evaluate all Air National Guard responses to communications from Common Council that summarized the support and concerns of Madison residents, particularly those on the east and north sides. I support Common Council's request that information about noise issues, cultural resources, water resources, and hazardous materials be included in the Environmental Impact Statement.

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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