

**DMI Questions for Candidates  
2017 City of Madison Common Council Elections**

Candidate Name: \_\_\_\_\_ District: \_\_\_\_\_

Interviewer Name: \_\_\_\_\_

**Opening Questions**

**Part 1:** How often do you come to downtown Madison and what brings you here? What do you like to do when you are here?

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**Part 2:** Tell us what you know about DMI?

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**Part 3:** Why are you running for the Common Council representing your district?

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**For current Alder:** What city committees do you currently serve on? What has been your experience?

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**For candidate:** If elected, what city committees would you like to serve on and why?

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**Question 1: Vision**

What is your vision for the City of Madison? What do you see as the top three issues facing the City of Madison? What are the top three issues in your district? Where is the health of downtown on your priority list for the City? How do you see the health of downtown connecting to the rest of the city and the region?

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**Question 2: Economic Development**

What are your perceptions of economic development and the role of planning in your district and for the downtown? What are your thoughts on how to expand the city's tax base? What is your knowledge and thought on TIF (Tax Incremental Financing) as an economic development tool?

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**Question 3: Equity/Inclusiveness**

Are you familiar with the “Race to Equity” report? What is your perception of equity and inclusiveness in the downtown and the city? What role should the City of Madison play in working to improve equity and inclusiveness?

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**Question 4: Transportation & Parking**

How important is transportation and a multi-modal system to the future of the city of Madison? How familiar are you with city and regional transportation issues? Are you familiar with the City’s transportation master plan (Madison in Motion)?

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**Question 5: Quality of Life Downtown/Safety**

Since it is vital that people who live/visit/work in downtown Madison feel safe and welcome, do you think the police department currently has sufficient resources? What is your perception of the relationship between the police and the community?”

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**Question 6:**

Are you familiar with and do you support the Madison Metropolitan School District’s “Personalized Pathways” high school education program? Are you familiar with and support Madison College’s “Scholars of Promise” initiative?

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**Question 7:**

How do you see yourself working with DMI on issues related to downtown and the City?

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