

**Spring Harbor Questionnaire  
Madison District 19 Alder Election  
John Guequierre Responses**

**1. Why are you the best candidate to represent District 19?**

My work and leadership experience in community service and business is a perfect match for Madison's policy agenda. The mayoral debates have demonstrated that the candidates, while having different solutions, agree on the issues: (1) Affordable housing and homelessness, (2) climate resilience and reducing the City's carbon footprint, (3) responding to tightening budgets – the so-called structural deficit, (4) public safety, (5) transportation, (6) creating good-paying jobs, and (7) redressing too many years of inflicting injustices on vulnerable populations.

The companies I have led built thousands of affordable homes across the US and Canada and hundreds of buildings with extraordinary energy efficiency. I-OSC is my consulting platform for continuing the work of assisting non-profits, architects, and developers in designing and building affordable and energy-efficient homes. My leadership in both businesses and community service organizations have provided a depth of experience in budget cycles and challenging finances. I have a unique family perspective on public safety that allows me to comfortably support our police in being successful while making those systemic changes needed to avoid tragedy.

My years of service on the Wexford Village board, my volunteer work with MERLIN Mentors which helps startups to grow, prosper and create good-paying jobs, my involvement with Madison's Engineering Department and Planning Department on a variety of projects is preparation for addressing a wide range of City business.

**2. Why do you want to be an alder?**

It is precisely that alignment of experience and Madison priorities that has animated my decision to run. I relish the opportunity to reach from value-based objectives and academically sound principles to the practical details of implementation with which I am so familiar.

Madison's Mayor and Common Council are already addressing those seven critical issues. That is why I adopted the slogan "Forward Momentum." I am in broad agreement with the City's initiatives, I want to build on them, correct the things that are not working, remain vigilant for unintended consequences, and mindful of the budgetary constraints that the Wisconsin legislature has imposed on Madison.

**3. What are your priorities once in office?**

Appropriately, my first priority are the matters most impactful on District 19. Large swaths of District 19 suffered damage in the 2018 storm event and remain at risk for similar events. Climate resilience translates into implementing the most important watershed and stormwater management projects we have identified. Some residents have shared their concerns about public safety, and I have already met with our MPD West and Mid-Town captains to discuss priorities and solutions, conversations which I intend to continue regularly. District 19 will soon be witnessing the hoped for impacts of BRT and the 2023 implementation of the Metro routing revisions. I will be closely monitoring the data, watchful for needed corrections.

From parks to future developments and re-developments, to streets and green-spaces, to even possible re-zoning in some areas, District 19 will be affected for at least a decade by the West Area Plan that is now being developed. I am already deeply involved.

Re-focusing on the whole city, building affordable housing to match our growing population will be a personal priority, if I am elected. Yes, the pandemic unleashed a cascade of effects such as the remote work, altered commuting patterns, and even greater inequities, but the trajectory of population growth means we cannot slow our commitment to building truly affordable housing, providing pathways to home ownership, and preserving our existing affordable housing.

Finally, we can't ignore our budget constraints created by the Wisconsin Legislature. Madison and Dane County are our state's greatest generators of wealth, but revenue sharing formulas purposely return a disproportionately small piece to Madison. Other legislation restricts the City's ability to raise revenue by other means. Meanwhile inflation gnaws at our ability to provide basic services. Even in 2023, a close inspection of Madison's finances suggests that the budget we develop in 2024 for fiscal 2025 will be the most challenging yet. Based on my experience in financing and budgets we need to start the process now, engaging staff and the public, educating on the reality of the situation, and building the trust we will need to make difficult choices.

For more details on my positions, please visit [www.john4madison.vote](http://www.john4madison.vote).

#### **4. How will you communicate with the people in your district once elected?**

Madison's digital platform is broad, extensive, and inclusive with access to an extraordinary amount of information. Every Alder has tools to disseminate policy details for forthcoming actions, long before they are to be acted upon and with opportunities to comment on their impact. The reality is that busy Madisonian's often lack the time to scour the immense wealth of data for topics that may affect and interest them, much less to dive into the details which can easily stretch to hundreds of pages. The result is that actions that have been percolating for months or years suddenly appear on the news horizon, giving the appearance that nefarious work has been conceived behind closed doors, deliberately without public input. That is stressful for everyone.

Regular Alder communication with neighborhood associations can help. I am committed to that avenue. Again, reality sets in. Wexford Village, Parkwood Hills, and Spring Harbor have strong, active associations, but many citizens of District 19 are disconnected from any association. Several retiring alders, current alders and I are convinced that we can do more to improve timely awareness of the key issues in every district. I am committed to contributing to that kind of effort.