

Dane County Democratic Party Candidate Questionnaire

Lindsay Lemmer
Re-election as District 3 Alder on the Madison City
Council
lindsayforalder.com

Professional Experience:

University of Wisconsin-Madison Madison, WI

Senior Marketing and Communications Strategist, Division of
Information Technology 2015 - 2019

- * Develop and execute measured, results driven marketing and communication plans for tech clients.
- * Write articles, web and social content.
- * Establish metrics for all tactics and provide analytical reviews for each campaign.
- * Marketing tactics resulted in tech stores' three highest revenue-generating days ever.
- * Developed campaign that resulted in more than a 200% ROI

Communications Lead, HR Design, Office of Human Resources -
Project position 2014 – 2015

- * Created and executed a marketing communications plan that generated increased awareness and positive attitudes for the University's new personnel management policies and programs.
- * Educated and engaged UW-Madison's diverse workforce of more than 17,000 employees about HR Design.
- * Led a communications team in the development and delivery of all tactics.

Sub-Zero and Wolf Madison, WI

Field Marketing-Domestic and International 2011 – 2013

- * Produced marketing campaigns aligned with corporate communication objectives for distributor showrooms.
- * Developed and disseminated brand standards and all corporately-provided marketing tools to distributor showrooms.

Magna Publications/In Business Magazine Madison, WI

Advertising & Circulation Coordinator (part-time position while in grad school) 2009

- * Increased circulation by 20 percent amongst target audience within a two-month period.
- * Drafted sell sheets, eblasts, advertising proposals, and provided assistance in contract negotiations.

M Shanken Communications Wine Spectator & Cigar Aficionado
New York, NY

Advertising Coordinator 2007 - 2008

- * Drafted and designed advertising proposals, sell sheets and eblasts.
- * Coordinated added-value luxury events, such as green room parties at the Metropolitan Opera and wine tastings at the Riedel Crystal showroom.

Upfront TV/Celebrities Worldwide London, United Kingdom

Public Relations Internship 2006

- * Worked with celebrity agents, managers to secure attendance for high-profile media events.
- * Drafted communications to media.

EDUCATION

MASTER OF BUSINESS ADMINISTRATION, MARKETING
CONCENTRATION Madison, WI
EDGEWOOD COLLEGE G.P.A. 3.9 2010

BACHELOR OF ARTS, PSYCHOLOGY & COMMUNICATION ARTS
Madison, WI
UNIVERSITY OF WISCONSIN – MADISON
2005

Political/Service Experience:

Madison City Council Madison, WI
Alder, District 3 2019 - Present

- * Represent the interests of my district at the city level.
- * Work with the mayor, alders and city leadership on the annual budget.
- * Develop and champion legislation and resolutions that benefit Madisonians and my district.
- * Serve on the Board of Public Health for Madison and Dane County, Council Communications Tools Task Force, Plan Commission, Housing Strategy Committee, Equal Opportunities Commission, City-County Homeless Issues Committee, and Public Market Development Committee.

National Organization for Women, Wisconsin Chapter
MADISON, WI

President

2018 - Present

- * Driving membership and starting and supporting new local NOW chapters.
- * Cultivating and empowering a rapidly growing volunteer base.
- * Building relationships with key organizations and legislators.

- * Developing and executing communications, events and actions that advance women's rights and access, through an intersectional lens.
- * Public relations and media spokesperson.

NATIONAL ORGANIZATION FOR WOMEN, MADISON CHAPTER
MADISON, WI

President 2016 - 2019

Communications Director 2013 – 2014

DANE COUNTY VOTER ID COALITION Coalition of the NAACP and
League of Women Voters MADISON, WI

Communications Chair 2015 – 2018

DEMOCRATIC PARTY OF WISCONSIN

Madison, WI

Community Outreach Multiple campaigns from 2000 –
Present

#NOKXL – COALITION AGAINST THE KEYSTONE XL PIPELINE

Madison, WI

Publicity and Communications Lead
2013-2014

UNITED WISCONSIN (organization that spearheaded the Scott
Walker recall effort) Madison, WI

Community Outreach & Fundraising
2011 – 2012

AFFILIATIONS & TRAINING

- * Emerge Wisconsin 2016 graduate

- * Netroots Nation
- * National Organization for Women
- * Organizing for Action
- * League of Women Voters of Dane County

Why Are You Running In This Election?

I am running again to be my District's voice on the Common Council, to fight for our shared values, and to find collaborative solutions to the challenges facing my district and our city. I still have much work to do in addressing public safety and public health, supporting our city's recovery from COVID, and addressing our inequities.

What Are The Three Most Important Issues In Your Race?

My three most important issues are those voiced by the residents of my district: public safety and public health, supporting our city's recovery from COVID, and addressing our racial inequities.

What Are The Largest Environmental Concerns You Aim To Deal With In Office?

We must continue the crucial work of moving our city to being carbon neutral by the year 2030 and addressing PFAs contamination in our drinking water and groundwater. I'm proud to have sponsored updating our stormwater management ordinance to reduce flooding and ensure all new developments are implementing practices that will keep stormwater from leaving their property. I also sponsored our new Electronic Vehicle requirements so that new developments are EV-ready, supported the bird glass ordinance, and ordinances to reduce plastic waste. I also have sponsored MadiSUN, which makes solar panels more accessible for homes and commercial properties and also has an apprenticeship program, providing good, green jobs. We need to work to ensure the transition of city vehicles to electric vehicles

and provide incentives for developers who ensure their properties go beyond the city requirements in their sustainability.

How Will You Use Your Position To Create More Equitable Opportunities And Help Those Living In Poverty?

We have a lot of work to do to address Madison's inequities. As an alder, I'm proud to have supported programs that increase opportunities for youth, support under-represented communities in starting businesses, initiatives that increase access to housing and shelter, and apprenticeship opportunities that increase access to good jobs. Examples of this work include my support of the MarketReady program, a business training and loan program for underrepresented communities. I sponsored the Small Business Equity and Recovery Program. I supported increased investment in community centers and our libraries, the MadiSUN apprenticeship program, and I sponsored the purchase of the Karmenta facility which borders my district so that it can be used temporarily as a family shelter managed by the Salvation Army, and long-term as a land banking opportunity.

How Do We Address Racial Inequality?

Inequities exist in every aspect of our lives, from healthcare, to employment, to housing, to education, to public safety. Housing must be more affordable and accessible. Quality education and affordable childcare must be available. We must invest in initiatives that we know close gaps and end disparities. As a city, we must expand our use of the Racial Equity and Social Justice Initiative (RESJI). We need to invest in youth programming and family support resources as well.

I was proud to sponsor the establishment of a pilot program with Harambee Village Doulas to address disparities in maternal and infant mortality. It's a program that could become a model for the

state. I believe we need to continue to look for opportunities like this. We need to address racial inequity as the public health crisis that it is.

How will you promote restorative justice and address abusive and racist practices by the police force?

As an alder, I was proud to sponsor the acceptance of the Madison Police Department Ad Hoc Committee report, which includes 177 recommendations for increasing community trust and transparency in policing. I also sponsored creating the Civilian Oversight Board and voted in favor of budgeting for the Independent Auditor.

We need to continue the work presented by the OIR Report and the MPD Ad Hoc Committee and ensure these recommendations are enacted in their entirety. We also need to make sure the Civilian Oversight Board and the Independent Monitor have the discretion and resources they need in order to be effective. We should also continue to invest in our partnerships with organizations such as the YWCA for restorative justice for youth in order to stop the school to prison pipeline.

Due to the ongoing economic impact of Coronavirus, many local governments are expecting unprecedented budget shortfalls. What would you prioritize in the budget? Where would you make cuts?

Budgets are about priorities and should reflect our values. We're in a devastating economic downturn, and people are struggling to stay in their homes. We need to work to ensure we emerge from this pandemic as a more equitable and inclusive city. We can do that by investing in housing access, in youth and family support, in

transit and in basic services. We need to increase access to childcare, and we need to support businesses that are owned by under-represented communities and employ under-represented communities in order to provide relief and facilitate a recovery from COVID.

How have you elevated diverse voices in government and public discourse? How would you continue to do so if elected to this office?

As the President of Wisconsin NOW, I worked to transform the organization to be representative and inclusive by centering diverse voices, and the concerns and priorities expressed by those voices. I also organized a series of trainings on topics including; white privilege and intersectionality, how to be a good ally to the LGBTQ+ community, and trans rights as a feminist issue. As an alder, I have been recruiting and mentoring BIPOC candidates for my future seat. I also encourage, mentor and provide assistance to BIPOC candidates for elected office in general. While doing these things I continue to work on recognizing and understanding my own biases, and the impact of walking through life with the filter of white privilege. That work is, of course, ongoing and never complete.

What Are The Largest Transportation Issues You Wish To Work On And How Will You Address Them?

We need to expand Metro service. In my district, there are thousands of housing units opening in the next few years, and bus service is quite limited. The frequency of service and number of Metro stops must be expanded in my district. This is especially true to the east of Sprecher Road, where a large complex that is 100% affordable housing will be opening which does not have Metro access nearby. We also need to continue to lobby the state to expand the Milwaukee Street bridge over the interstate - it's

extremely narrow and the pedestrian and bicycle traffic on it continues to grow, creating a quite dangerous situation.

Any Other Issues/Topics You Wish To Discuss?

I'm also proud of my work on alder communications. I provide comprehensive weekly newsletters via my alder blog, I've created informational videos, facilitated online forums, and pre-COVID I organized in-person ones. I think it's that work as a strong communicator and advocate for my district that has earned me the support of folks like former District 3 Alder Lauren Cnare, North Star Neighborhood Association President and Public School Teacher Barbara Davis, Rolling Meadows Neighborhood Association President Mark Sannito, past president and board member Rico Sabatini, neighbors and public safety experts such as Wayne Strong, as well as current and former elected officials such as Paul Soglin, State Representative and District 17 Alder Samba Baldeh, County Board Supervisor Kristen Audet, and many others. There's more about my background, campaign, issues and supporters at lindsayforalder.com.