

August 3, 2018

Common Council President  
Alder Samba Baldeh  
Re: District 13 Vacancy Application  
Room 417, City-County Building  
210 Martin Luther King, Jr. Boulevard  
Madison, WI 53703

Dear Alder Baldeh,

I am writing to express my interest in the Aldermanic vacancy for District 13 and hereby am submitting my application for interim appointment to the seat. Enclosed please find my resume and formal application statement. You are welcome to contact me with any questions, and I look forward to meeting with you on Monday, August 6.

Sincerely,

A handwritten signature in black ink that reads "David Hoffert". The signature is written in a cursive, flowing style.

David Hoffert  
President, Dudgeon Monroe Neighborhood Association  
2006 Monroe Street  
Madison, WI 53711  
(608) 358-6954 or (270) 255-4633  
hoffert.david@gmail.com

David Hoffert  
District 13 Alder Application Statement  
August 3, 2018

I was born and raised in Madison, and spent much of my childhood in what is now District 13, attending Wingra School, acting with the Young Shakespeare Players, and worshipping at Beth Israel Center. After college I left for California, where I gained a Master of Public Policy degree at Stanford University—and an understanding of just how proud I was to be “from” Madison, Wisconsin. Somewhere between scouring the aisles at Safeway to make sure I was buying only Wisconsin cheese and walking down the street in my cheesehead to show my support for the One True professional football team, I realized that I was destined to again call Madison home, to employ my new talents to serve the community that had made me who I was. And so I returned to the area in 2012, and soon found myself with the opportunity to move to the neighborhood that had so defined my upbringing. Earlier this year I brought my first child home from the hospital where I was born; I am excited to raise my family in this vibrant, nurturing community.

Of course, the Madison to which I have returned is very different than the Madison in which I grew up. When my New York City-native parents moved here in the early 1980s, I think they found it quaint. Today, Madison is a major city in its own right—and it is suffering more and more from major city challenges as a direct consequence. I have watched with dismay over the last few years as Madison has followed in the footsteps of other major tech hubs like Seattle and San Francisco to experience skyrocketing housing costs and increasing income inequality. Unlike those west coast giants, however, I sincerely believe that it is not too late for Madison to turn back from the brink and forge a path forward that allows all residents to benefit from our booming local economy. I wish to serve as a City of Madison alderperson so that I can be a part of developing effective responses to issues such as homelessness, affordable housing, and improving our support of low-income residents in general.

The biggest issue that I see facing District 13 in particular, and one of the major issues facing the rest of the city as well, is how to proceed with new development in a responsible, cooperative manner. A growing city like Madison certainly needs new development, and high-quality infill projects can be an important component of a successful affordable housing strategy. It is also important, however, that we engage with our residents to make sure that they are meaningfully informed from the start and given a genuine opportunity to contribute to the design and decision-making process. The relationship between developers and neighbors can and should be a proactive and constructive one, and almost always the final product of such a relationship is better than the original design was anyway. The interaction that the Dudgeon Monroe Neighborhood Association had with Urban Land Interests over the last year on the Monroe Street Associated Bank development project is a good example of what is possible when parties work together in good faith and with common goals in mind.

I do not claim to have all of the answers to thorny issues such as the ones I have described above, but I also don't believe I need to, or even should, to be an effective alder. My job as alder would be to represent the constituents of District 13, collecting and synthesizing the many good ideas that are out there in the community to begin to tackle these seemingly intractable challenges. Therefore, first and foremost I would want to accomplish open lines of communication with

residents, businesses, neighborhood associations, and community groups. My approach would be to listen more than I talk and to learn as much as I can before coming to any conclusions. I would work to use the influence of my office to empower my constituents at a grassroots level. I have used techniques like this in my current and prior civic involvement, and I would be honored to have the chance to apply them to an even broader cross-section of my community.

I have been very involved in volunteer civic pursuits ever since I returned to Madison six years ago. Shortly after moving into our first house on Old Sauk Rd, I served for two years as the president of the Parkwood Hills Community Association, where I worked to codify best practices and policies and to set up the neighborhood for ongoing success even as leadership turnover accelerated. Now living in our house on Monroe St, I am in my second year as president of the Dudgeon Monroe Neighborhood Association, where my major accomplishments include formalizing policies that will help the organization function effectively into the future and working with Urban Land Interests to ensure that the new Associated Bank development addresses as many of the concerns of the neighbors as possible. There has also been a “minor” road construction project that has required some attention this year.

Being able to serve my community as the District 13 alderperson would be the greatest professional honor of my life so far, and though I have not made any final decisions, I am seriously considering running for the seat in the coming spring election. (For the purposes of this application, you should assume that I do intend to run.) My desire in all of these pursuits has always been and continues to be one of service, to use my unique abilities to bring people together, gather many perspectives, and find the common ground that is so often hiding in plain sight. Losing an experienced alder mid-term has the potential to be disruptive for our district, but I believe that we can turn this situation into a golden opportunity by appointing a replacement who knows and is devoted to the needs and the people of the area. I believe that I could be that liaison at this critical juncture, and I would be happy to do my part.

**David Hoffert**  
*Professional Leadership for the 21<sup>st</sup> Century*

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**Current Mailing Address**

2006 Monroe Street  
Madison, Wisconsin 53711

**Permanent Contact Information**

(270) 255-4633 (Mobile)  
hoffert.david@gmail.com

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**CIVIC EXPERIENCE**

**Dudgeon Monroe Neighborhood Association**

*President*

Madison, Wisconsin

April 2017 – Present

Provide tangible and figurehead leadership for one of the most active neighborhood associations in the city. Lead meetings, mediate conflicts, facilitate compromises and decision-making, and listen and address to constituent concerns. Promote a culture of volunteerism by attending events, thanking volunteers, and assisting with their work in any possible way. Major accomplishments include guiding neighbors through the Monroe Street reconstruction process and working with Urban Land Interests on the Associated Bank redevelopment project.

**Parkwood Hills Community Association**

*President*

Madison, Wisconsin

May 2014 – May 2016

Elected vice president of the association just two months after moving into the neighborhood, and then president one year later. Facilitate meetings of the central governing body and coordinate the activities of many volunteers planning neighborhood events throughout the year. Liaise closely with Alder Mark Clear on traffic, crime, and other concerns. Major accomplishments include adding and documenting structure to existing processes to ensure smooth turnover.

**Madison Area Transportation Planning Board**

*Citizen Advisory Council Member*

Madison, Wisconsin

November 2014 – July 2016

Appointed to the Citizen Advisory Council upon the recommendation of Alder Mark Clear. Expressed a particular interest in contributing my knowledge of autonomous vehicles and other intelligent transportation system technologies. In addition to actively participating with the committee, presented to city staff and Common Council members on the impact of autonomous vehicle technology on city planning in November 2014.

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**WORK EXPERIENCE**

**Epic**

*Technical Trainer*

Verona, Wisconsin

August 2016 – Present

Teach Epic customers from all over the country and world how to write effective reports and make optimal use of Epic's data structures to generate meaningful insights from customer data. Leverage a combination of technical knowledge and communication skills to teach learners from all backgrounds and levels of experience. Develop curricula, design assessments, work collaboratively across teams and roles, and provide routine customer service.

**Temple Beth El**

*Executive Director*

Madison, Wisconsin

April 2015 – June 2016

Oversee budgeting and financial management, building and facilities management, staff supervision. Report directly to Board and meet weekly with Rabbi and President as part of core executive leadership team. Directly supervise six staff covering administrative, financial, and facilities. Develop \$1.2 million annual budget, ensure cash flow by managing membership. Coordinate building usage, maintenance/repairs, cleaning. Major accomplishments include overhauling budget process, moving organization's fiscal year to align with other programming cycles.

**Wisconsin Department of Health Services**

*Health Care Program Manager*

Madison, Wisconsin

August 2012 – April 2015

After one year as a Budget and Policy Analyst, named Hospital Policy and Rate Setting Section Chief, in charge of inpatient and outpatient hospital policy for Wisconsin's Medicaid program. Supervise state staff and external contractors to manage an annual budget of over \$2 billion, while representing the section to external stakeholders and internal leaders.

August 2018

# David Hoffert

## *Professional Leadership for the 21<sup>st</sup> Century*

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### EDUCATION

#### **Stanford University**

Palo Alto, California

*M. Public Policy*

Conferral Date: June 17, 2012

- Concentration in Advanced Economic Analysis
- 6-month practicum project on sustainable funding for public higher education
- Top of class (A+'s in eight of twelve core courses, program GPA 4.032)
- Funded by academic-yearlong teaching assistantships in introductory economics

*M.S. Mechanical Engineering*

Conferral Date: January 7, 2010

- Depth in mechatronics; breadth in controls, dynamics, and robotics
- Research in vehicle dynamics and automation, advised by J. Christian Gerdes
- Cumulative overall GPA: 3.919

#### **University of Wisconsin—Madison**

Madison, Wisconsin

*B.S. Mechanical Engineering, Computer Science*

Conferral Date: May 18, 2008

- Graduated with distinction, cumulative overall GPA 3.906
- Engineering Honors in Liberal Arts, Dean's Honor List all semesters
- Twenty merit scholarships in college (total value \$63,000), including inaugural "best student in computer science department" and campus-wide award for graduating seniors

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### COMMUNITY INVOLVEMENT

#### **Wisconsin Public Television**

Madison, Wisconsin

*On-Air Talent Volunteer*

Sometime 2002 – Present

Began volunteering with Wisconsin Public Television answering phones during pledge drives during high school, and continued through college as a regular shift coordinator and on-air auctioneer. Upon return to Madison in 2012, continued auctioneering and began volunteering as on-air pledge talent making live appeals during pledge drives. Today, regularly appear on camera for pledge drives and as Master of Ceremonies during auction. Awarded Special Recognition for Service to Membership Drives honor at 2018 volunteer appreciation picnic.

#### **James Madison Memorial High School**

Madison, Wisconsin

*Volunteer Assistant Forensics Coach*

September 2013 – April 2017

One of the inaugural members of Memorial's unparalleled forensics team during high school, which won two state championships during those years and has gone on to win thirteen more in the years since (including the last eleven years in a row). Coached regularly during college and then returned as an adult coach after returning to Madison. Volunteered approximately four hours per week to coach high school students on content and presentation of speech and acting events. Regularly cited by students and parents as "favorite" coach on the team, for genuinely connecting with the kids and providing some life advice along the way as well.