

# Lucas Dailey

## DISTRICT 13 ALDER APPLICATION

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## DATA POINTS

- 11 years combined City of Madison Committee/Board experience (Board of Public Works, Sustainable Madison Committee, Long Range Transportation Committee)
- 8 years architectural design experience
- 6 years entrepreneurial experience with 4 startups as CEO, Chief Innovation Officer, and Lead UX Designer
- 4 years experience in Open Gov, Gov 2.0, and Political Social Networks
- Nearly 4 years serving on the Downtown Design Professionals Workgroup, DMI
- 18 months serving on the Development Review Oversight Committee - Capitol neighborhoods, Inc.
- M. Arch, B.S. Arch, Certificate in Urban Planning - School of Architecture and Urban Planning UW-Milwaukee
- Has lived in: Madison, Milwaukee, New York City, Washington, D.C., and Vienna, Austria

## ABOUT ME

As a member and Vice Chair of the Board of Public Works for almost five years I regularly reconciled the competing interests of developers, the city, and residents. I worked hard to balance the needs of a growing city and economy with the preferences of all of its citizens. As a professional User Experience designer my primary tool is my empathy and ability to see the world through the eyes of another. As a member and Vice Chair of the Sustainable Madison committee for four years I co-authored the city's sustainability plan to help insure our continued quality of life and health of our community into the future. As a designer and member of my former neighborhood association's development oversight committee I helped steer us toward

more sustainable development and made significant improvements to a major neighborhood development project through working with their designer. As a contributor to the Open Government movement I've gained a new conceptualization of what government is capable of and how it can be more participatory. As an entrepreneur and armchair economist I've come to understand the emergent economy and what a city needs to be competitive. As a practitioner of Design Thinking I'm able to find creative solutions to complex problems through collaboration, analysis, and design.

## WHY I WISH TO SERVE

I believe I am uniquely qualified to help district 13 navigate both its challenges with private development and the upcoming Monroe street reconstruction, and its role in the larger city and world. Madison's economic prosperity relies on its ability to compete for talent with every other city in the world. That battle is fought through quality of life, job opportunities, and urban character. Madison and District 13 has a great opportunity to capitalize on its strengths to equip it for the future.

Apart from my work with citizens and the city, professionally I've spent my entire career building the tools to understand people and see the world through their eyes.

## WHAT I WANT TO ACCOMPLISH

To make my district more livable, beautiful, welcoming, and prosperous. And to make the city more vibrant, economically competitive and accessible, just, and sustainable.

## SPRING 2015 ELECTION

I will not run for reelection, I would accept the office only as a caretaker.

From a philosophical perspective I believe our voting system is deeply flawed. One of the manifestations of those flaws is the outsized benefit to incumbency. Were I elected those benefits would be more justly earned and therefore more fair; however as an appointee I believe it's ethically ideal to limit yourself to filling out the term, if those limits aren't structurally in place. Further, I think an appointment calls for the officer to work particularly hard listening and distilling the opinions of their constituents. Without a public mandate for their platform the appointee would best serve on the technocratic side of the spectrum, not the ideological.

From a practical perspective having a finite term would best suit my situation. My partner and her

daughter and I moved into District 13 last summer when we bought our house in the Dungeon-Monroe neighborhood and I moved back to Madison from Washington, D.C. Prior to leaving Madison for the political social network I worked for in Washington, D.C. I was previously very involved with the city serving on three committees and boards. Since my return I have been considering what path to take to re-engage that would satisfy my areas of interest.

Representing my district's voice on the Common Council would allow me to aid progressive policy holistically across all of the areas I'm interested in. Having a finite term with another Alder taking the office would then give me the space for me and my family to reassess the prior 10 months and decide what we want to do next. If I decided to run in 2017 or beyond I would have a much better idea of how to approach the position, and the neighborhood would already have greater knowledge of me to inform their decision.

I hadn't planned to run for Alder at this point in my life, but I believe the situation ideally suits my goals to re-engage with the city government and suits the needs of the neighborhood to have an Alder with my particular expertise.