

1000 FRIENDS OF WISCONSIN

LANDSCAPES

Fall 2006



Helsingborg, Sweden Ann Wolf



Spiran Center - Luleå, Sweden Lisa MacKinnon

Eco-Municipalities: Sustainable Community Development



2006 Sustainable Sweden Eco-Municipality Tour Group

10th Anniversary Party see more photos on page 12

“In just 10 short years, 1000 Friends has spawned not just a Mayor of Madison, organization founder Dave Cieslewicz, but new leaders and volunteers who have effected new laws, generated new ideas, and initiated discussions on the most important land use issues of our time including transportation, energy and natural resources.”

Neil Heinen WISC TV-3



Mayor Dave Cieslewicz presenting award to Dave Simon of Veridian Homes

The Director's Desk

1000 Friends of Wisconsin

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**Our website has
daily updates:**

www.1kfriends.org

***This newsletter was sponsored in
part by Home Savings Bank.***

The secret is out.

Wisconsin is a fabulous place to live.

That's why the state is projected to grow by one million new residents in the next twenty-five years. People living in other parts of the country are discovering that Wisconsin is beautiful. We have over 15,000 lakes, we have hundreds of thousands of acres of public recreational lands, we have healthy cities and we have a pastoral countryside that is unmatched anywhere.

So the issue is not whether we will grow but *how* we will grow.

We can accommodate this growth and protect our natural resources and our cultural heritage – but *not* if we continue our current growth patterns.

Currently, Wisconsin is far behind the rest of the nation in sustainable growth patterns for new housing starts. Nationally, the typical new residential lot is about a quarter of an acre. In the 40 fastest growing counties in Wisconsin, the average new residential housing lot is about one and a half acres – or 6 times the typical lot size found in the rest of the country.

If we don't change our growth pattern, we will develop nearly one thousand square miles of our countryside just for new housing over the next twenty-five years. That is an area twice the size of Waukesha County. To get the whole picture, you have to add the space needed for roads, schools, shopping areas, job centers and public buildings, such as hospitals and libraries.

Just twenty-five years from now, Wisconsin could look so different that we wouldn't recognize the place we call home. That is, if we don't change our current patterns.

In order to reduce development pressures on lakes, streams, wetlands, farmland, and natural areas, we will have to develop new housing on smaller lots. Cities will have to grow up – not out. That means new development will have to be created at a higher density, which is something that is difficult for many to accept.

Newly developed areas in suburbs and rural areas will need to incorporate greater density as well. As residents of new developments like Grandview Commons on Madison's east side know – new housing that is developed at a high density can be attractive and desirable. It can also help to create great neighborhoods where neighbors work together and are able to walk or bike to destinations like schools, shopping and even workplaces.

1000 Friends will be working with communities and developers over the next several years to encourage the development of new residential housing that creates great neighborhoods.

We need your continued support if we are to keep Wisconsin a great place to live. We truly appreciate your interest and always welcome your comments.

Steve Hiniker



Swedish Eco-Municipalities

A Model for Sustainable Communities in Wisconsin

Lisa MacKinnon, Policy Director



Morning in Stockholm
Lisa MacKinnon

Imagine turning “waste” into money by fueling your community’s garbage trucks, buses and other service vehicles on clean biogas created by your city’s wastewater treatment plant, landfill garbage and composted food. Imagine being able to offer community residents developments with green features that capture and reuse energy, contribute less storm water and wastewater to the municipal water utility, and provide healthy environments. Imagine strengthening economic development by making tourism, local utilities and other industries a model of green operations and management that people from around the world come to visit.

Right now eco-municipalities in Sweden, Canada and other countries aren’t imagining this—they’re actually doing it! And residents and local government leaders around Wisconsin are looking to these eco-municipalities to learn how protect their environment, create jobs and foster vibrant communities by operating according to sustainability principles that look at the community as a whole, interconnected system. This past June, I joined a 27-person delegation on the 2006 Sustainable Sweden Eco-Municipality Tour to see first-hand how local and regional governments and businesses in Sweden have successfully changed to more sustainable practices in a short period of time. (See story on page 6 for information on the Sustainable Sweden Eco-Municipality Study Tour.)

Communities everywhere are recognizing the need to become more sustainable in their planning and development. “Sustainable” may mean different things to different people and one of the challenges is to find common ground when it comes to selecting objectives and actions that will help achieve greater sustainability. The basic premise of sustainability is that we must endeavor to meet the needs of current generations without compromising the ability of future generations to meet their needs.

The eco-municipalities I visited on this summer’s study tour provide an exciting model for how local communities here can use a common framework of guiding principles to take bold, creative and effective steps toward a more sustainable future.

What Is an “Eco-Municipality”?

An eco-municipality aspires to develop an ecologically, economically and socially healthy community for the long-term by adopting a common set of sustainability principles, such as The Natural Step sustainability framework, to guide municipal policies and actions. This model originated in 1983 in Övertorneå, Sweden, a rural town of 5,000 people near the Arctic Circle. Övertorneå set the example for what has become a network of more than 70 formally recognized eco-municipalities across Sweden ranging in size from rural villages of 300 residents to the capital city of Stockholm, which has a population of over 700,000.

Together, these eco-municipalities form the membership of SEKOM – the National Association of Swedish Eco-Municipalities – to learn from one another, exchange technical resources and influence other communities and the country. As members of SEKOM, the eco-municipalities adopt a local strategic plan for achieving sustainability that is in line with the Natural Step sustainability principles, as well as report annually on sustainability indicators to chart their progress toward their local objectives.

What is Different About this Model?

Many communities initiate and carry out individual sustainable development projects such as green building programs, climate change initiatives, and affordable housing plans. But often these initiatives occur in a piecemeal fashion that is unconnected or even working against what is happening in other areas of the local government and community.

The eco-municipality model is different because it takes a systems approach to achieving sustainability across all sectors of municipal government and the wider community. By using a common language of sustainability principles to address the full range of their issues and responsibilities, these communities minimize conflicts among actions by ensuring that diverse decision makers and agencies are using the same “sustainability playing rules.”

Umeå's Green Zone:

"What are the best ideas in the world? Make these your vision!"

-- Anders Nyquist, Green Zone Architect

The Green Zone is an eco-business park that was built with a holistic approach following the Natural Step principles. It is located in the city of Umeå, Sweden's "capital city of the north", a university community and an eco-municipality with a population of over 100,000.

Conceived in 1997 and operational in 2000, it houses "ordinary" businesses - a Ford automobile dealership and service center, a Statoil service station and car wash and a McDonald's restaurant - that are extraordinary on this particular site because of their use of sustainability principles in their design, management and operations.



Green Zone McDonald's Lisa MacKinnon

One of the key features of the Green Zone development is that it is a "closed loop" system, which means that almost everything is used and reused. For instance, 100% of the surface water runoff is captured and re-used or re-infiltrated on the site. Half of the rainwater that falls on the site is retained by green roofs on all the buildings. The other half of the surface water runoff goes to a retaining pond for infiltration, evaporation and filtering. The collected rainwater is used for flushing toilets, as well for the car wash, which cleans cars with just 4 gallons of water as opposed to the average of 79 gallons used by conventional car washes.

The Green Zone businesses also "share" what would normally be their waste products. In addition to rainwater, the Statoil car wash also utilizes the pre-used "gray water" from the adjacent McDonald's restaurant. To reduce energy consumption, the McDonald's is the only one in the world that sells the energy from its fryers to supplement the solar energy collected at the Ford dealership to make heat for the

other buildings in the business park during the winter. Because of these and other measures, such as innovative lighting and reliance on wind energy, the Green Zone sees significant savings.

The sustainable approach that the Green Zone has taken has been good for business, and has spurred some unintended economic benefits in the form of eco-tourism: Over half a million people visit the business park every year to see the cutting edge practices being used. The Green Zone is just one example of how eco-municipalities and businesses are working together to make more sustainable choices and achieve success for the environment, the economy and the community as a whole.

Luleå Eco-Municipality: Diverse Initiatives for a Diverse Community

This community of 70,000 sits on the Baltic Sea just south of the Arctic Circle. It has built 140 miles of bicycle paths, operates an efficient and modern new bus system and runs several successful programs for youth, unemployed people and immigrants that combine economic development opportunities with sustainability principles.



Cyclist in Luleå Greg David

The city's bicycle paths meander through woods, city parks and along the city's many Baltic inlets to connect its neighborhoods to the city center. The paths run parallel to city streets and highways with underpasses located to encourage safe and convenient bicycling to work, school and other destinations.

No "one-size-fits-all" approach to becoming an eco-municipality

As with comprehensive planning, actual on-the-ground application of sustainability principles can be done in many different ways. Each eco-municipality chooses its own strategy based on its unique political, fiscal, economic and social situation. However, all eco-municipalities share some common elements:

- *A holistic, systems approach* - They recognize the community's dependence on the surrounding world and the interconnections between diverse community functions and services, and environmental, economic and social well being.

- *A global perspective* - They see their community in a global context (their effect on global climate change, quality of life for the larger community, etc.)

- *A locally driven, participatory approach* - They engage and motivate individuals at all levels of the local government and community in the process and avoid top-down decrees and mandates. Usually, eco-municipalities have started because a few local individuals have begun discussion about these issues with others in the community.

- *View waste as a reusable resource* - Where they can't reduce it, they creatively reuse it.

- *Value political consensus* - They work hard to assure the broadest possible political support for long-term sustainable development goals.

- *An across-the-board approach* - They educate and collaborate across departments and agencies and invest time and money in training employees and the community in the sustainability framework they use.

- *Lead by example* - They share their experiences with others inside and outside municipal boundaries. The municipality leads by example for businesses and individual households to follow.

- *Build networks* - They build networks among internal branches of local government, with businesses and across jurisdictions.



One of the ways Luleå seeks to create greater social sustainability is through its Spiran Center. Housed in a former army base, the center offers troubled youth, unemployed residents and recent immigrants a structured program to learn new skills, such as gardening, sewing, cooking and restaurant management and carpentry. The center supports itself partially through its on-site restaurant operated by its program participants, by providing conference space and through the sales of the many products created as part of the skills training program. The restaurant is combined with a gift shop selling items produced by the center's trainees in its gardens, greenhouses, restaurant and workshops.



Spiran Center Gardens Lisa MacKinnon

Part of the center is thoughtfully located near one of the city's recycling drop-off stations so that staff at that facility - translated as the "Reused Things Market"- can train an average of 60 people in the use of recycled materials, rehabbing appliances, repairing furniture, and landscaping. This facility decreases the materials that go into the landfill and provides useful products that city residents can purchase for their use. The municipality spends the equivalent of \$68,000 annually on this but because so many people in the community use this shop to get good deals on household and other items, the center makes a profit of about \$135,000 annually.

Stockholm: Incentives for Cleaner Vehicles and a Cleaner City

Sweden's Capital city and eco-municipality has implemented a number of transportation and fuel-reduction policies. It has set goals for the future to conserve fossil fuels, improve air quality and decrease congestion. Currently, in addition to its many public transportation options, the city has created incentives for "environmentally friendly vehicles" such as free night parking. Right now, 60% of Stockholm's fleet cars are "clean" cars and 80% of those clean cars are run on biofuels. An estimated 4,000 to 5,000 non-fleet cars in Stockholm are fueled by biogas produced by the local sewer plant. The city's goals for the future are to run all city buses on biogas fuel by 2008 and to have a city fleet of buses, garbage trucks, and other vehicles that is 100% fossil fuel free by 2020.

Helsingborg: Turning Solid Waste into Clean Transportation

Situated on the southwest coast of Sweden across from Copenhagen, Denmark, Helsingborg is a major port city with a population of about 122,000 people. Helsingborg became an eco-municipality about ten years ago and has a number of well-developed sustainability initiatives that affect many areas of its municipal operations and management.

One of Helsingborg's many objectives as an eco-municipality is to reduce greenhouse gas emissions by 20% from 1990 levels by 2010. As a part of the eco-municipality's Climate Investment Program it uses methane bio-gas generated from its landfill waste and sewage treatment processes as a transportation fuel.

The municipality jointly operates its 500-acre NSR regional landfill with nearby suburbs. The landfill was started in the 1950s and was projected to close in 2000. But today the life expectancy of the landfill has been extended by at least 50 years because instead of burying everything, the landfill separates materials into 23 separate "fractions" and recycles 22 of them. The biodegradable waste brought to the landfill produces methane gas that is used to power the city's 63 buses, as well as private vehicles. The municipality has experienced an increase in ridership related to this project because riders have said the buses are quieter and more pleasant to ride than conventional diesel buses.

Swedish Eco-Municipalities, Transportation and Fuels

Sweden has set a target to be fossil fuel independent by 2020. It's a lofty goal and one is struck by the fact that regardless of whether they actually achieve the goal, they are showing tremendous leadership and creativity in the steps they are taking to try to get there.

Reduction of the need for fuel is their first priority and eco-municipalities of all sizes and characteristics do this by providing effective transportation choices:

- Inter-city buses run frequently, even in the far north
- Some communities don't charge for municipal buses
- People bike and walk to work and other destinations year-round
- Commuter trains to employment centers run frequently
- High speed rail between major cities is reliable and convenient
- Compact land use is connected to transportation options



Biogas Bus for a greener Helsingborg Lisa MacKinnon

Eco-Municipalities and Sustainable Energy

Energy conservation is just one of the many areas that the Swedish-eco-municipalities have focused on in working toward a more sustainable future. Eco-municipalities around the world are applying this framework system wide in their decisions about water, waste, transportation, food systems, housing, and public facilities such as schools. However, the eco-municipalities' approach to energy conservation has been impressive.



Farm Field in Övertorneå Lisa MacKinnon

Övertorneå, Sweden's very first eco-municipality, was mentioned earlier in this article. In the last 22 years, this small rural community has accomplished a number of its goals for greater sustainability: it has designed and constructed an eco-village, a solar heated community swimming pool and a number of green school buildings. It also has implemented programs for municipal green purchasing, free public transit and a local, organic municipal food program. But one of its most impressive achievements is that in 2001 it achieved one of its key goals as an eco-municipality: It became 100% free of fossil fuels for all of its municipal operations.

The community, which uses a district heating system, transformed all five of its heating plants from oil to biomass (generally wood pellets and wood chips from the local forest products and furniture making industries). As a result, all municipal buildings, schools, and other public facilities are heated with renewable biomass energy. The municipality also produces about half of its electricity from seven wind turbines. To complete the picture, the municipality converted its truck, bus and car fleet to biofuels, such as non-corn ethanol and bio-diesel.



The Natural Step Framework and Sustainability Principles

The Natural Step is a broad and flexible sustainability framework and approach based on physics, biology, and other fundamental sciences. It was developed in the 1980s by a group of international scientists in Sweden, led by pediatric cancer researcher Dr. Karl-Henrik Robèrt.

These principles are used by communities and businesses around the world as a guide for how to design, develop, operate and manage themselves in a more sustainable way. In 2000, the American Planning Association adopted its Objectives for Planning for Sustainability, which are based upon The Natural Step framework.

For more information visit:
www.naturalstep.ca



Objectives of APA's Strategy for Planning for Sustainability

1. Reduce dependence upon fossil fuels, extracted underground metals and minerals.
2. Reduce dependence on chemicals and other manufactured substances that can accumulate in Nature.
3. Reduce dependence on activities that harm life-sustaining ecosystems.
4. Meet the hierarchy of present and future human needs fairly and efficiently.

While any one of these objectives pursued separately is a worthy endeavor, it is the integrated, comprehensive application of all four objectives that is needed to move toward sustainability in planning and development; therefore, no one objective is more important or of greater value than the others.

Source: <http://www.planning.org/policyguides/sustainability.htm>

2006 Sustainable Sweden Eco-Municipality Tour

This intensive two-week study tour highlighted sustainable development projects and models in local governments, organizations and businesses throughout Sweden. 1000 Friends Policy Director, Lisa MacKinnon, served as the U.S. coordinator and promoter of the tour, which was organized and led by the Sustainable Sweden Association.

The tour brought together 27 participants from the United States (Wisconsin, Illinois, Missouri and New Hampshire) and Ireland representing local, county and tribal governments, businesses, tourism, planners, public utilities, educators and non-profit organizations. Over the course of two weeks, the tour participants traveled across Sweden to learn first-hand about how local governments are creating sustainable eco-municipalities.

The group participated in study visits, seminars, cultural events and discussion forums on sustainable development with a broad network of dedicated communities that are working toward the transition to a sustainable society. They met civil employees, community and municipal leaders, business people and residents who organized special events, meetings and presentations in order to share current examples of sustainable development projects and "best practices" in their municipalities, as well as to discuss their challenges, strategies, and tools for working toward greater sustainability.

Each of the 27 participants came away from this tour with different impressions, ideas and interests, but the one thing we all came away with was the belief that we can move forward toward a more sustainable future and that we can do it now.

The tour participants are using their experiences and knowledge gained on the 2006 Sustainable Sweden Tour to build greater capacity to promote and support the development of sustainable communities in the United States, Europe and beyond.

For more information, go to
<http://www.1kfriends.org/Eco-Municipalities.htm>

So What's Happening Here in Wisconsin?

Wisconsin is on the vanguard in creating the first generation of eco-municipalities in the U.S.! Here is a brief snapshot of what Wisconsin communities are doing.

Chequamegon Bay region

- City of Washburn: first city in the United States to pass a resolution in July 2005 declaring it an eco-municipality based on the Swedish model using the Natural Step framework.
- City of Ashland: second city to pass a resolution in September 2005 declaring it an eco-municipality.
- Town of Bayfield: unanimously passed a resolution in October 2006 to follow the Natural Step framework
- The region's Alliance for Sustainability has drafted a "Sustainable Chequamegon Initiative Strategic Plan for 2006-2011" incorporating the Natural Step Framework.
- 8 community members joined 2006 Sustainable Sweden Study tour.
- Advocates have raised money to open a staffed office for the Sustainable Chequamegon Initiative and hope to hire a full-time director.

City of Marshfield

- Marshfield: City Council formed a committee to explore the eco-municipality concept.

Jefferson County

- Village of Johnson Creek: in August 2006, adopted the Natural Step framework to guide its decisions, operations and management.

City of Madison

- In December 2005, Madison passed a resolution to use The Natural Step framework to guide its decisions, operations and management and to fund a multi-day training in the framework.
- Madison is training 25 city employees in The Natural Step framework to help institutionalize the sustainability principles in operations, management and policies across city departments.
- 6 Madison/Dane County officials and community members participated in the June 2006 Sustainable Sweden Study tour.
- Over 130 people in the Madison area have participated in The Natural Step study circles developed and facilitated by Sustain Dane.

A New Network

1000 Friends of Wisconsin is an active partner in the recently formed North-American Eco-Municipality Network. As part of this network, we are promoting sustainable communities throughout Wisconsin. We are working to provide educational materials, presentations and trainings, as well as forging networks between existing and new eco-municipalities.

If you would like to schedule a presentation on this eco-municipality model or if you want to learn about future Sustainable Sweden Eco-Municipality tours, please contact Lisa MacKinnon at 608/259-1000, ext. 107 or email lmac@1kfriends.org.



Home Savings Bank offers Greener Choices to Dane County residents

As a local customer-owned community bank serving Dane County since 1895, Home Savings Bank is committed to the principles of the Natural Step. They regularly review product offerings and business practices to minimize their impact on the natural environment and reduce their "ecological footprint."

When Home Savings developed Greener Choices Checking, they wanted to give customers ways to green their checking accounts. The convenient electronic options – online banking, unlimited bill pay, e-statements and direct deposit all let customers bank from home. This reduces air pollution and gas usage because it saves car trips to the bank, and cuts down on the paper usage and gas needed to print and transport bills and statements. Recycled checkbook covers and Arbor Checks, which benefit the National Arbor Foundation, are also available. Plus, extended debit card expiration dates reduce the need for more plastic.

Their Green Rewards Loan Program encourages customers to use environmentally friendly products and processes to build or remodel their homes by offering lower rates, credits toward closing costs and payment of the certification fee.

Home Savings opened their Green Built Branch at 3762 East Washington last summer. The building features a rain garden; many recycled materials; low VOC glue, paint and finishes; sustainable furniture and flooring; and energy efficient lighting, cooling and heating products and technology. It will soon be Wisconsin's first LEED certified bank, a designation awarded by the U.S. Green Building Council for Leadership in Energy and Environmental Design.

If you would like to learn more about the Green Built Branch and the Stoughton Solar Branch, go to www.home-savings.com.

You are also invited to tour the Green Built Branch and use its community room for your meetings and gatherings – just call (608) 282-6000.

*Home Savings Green Built Branch
3762 E. Washington, Madison, WI*



Modern Transit Update

Ward Lyles, Transportation Policy Director

Streetcar Study

In March, the City of Madison Streetcar Feasibility Study Committee began its work. Its first two actions were to identify the purpose and need statement that will guide the study and to identify study corridors. The purpose of the study is to support Madison's comprehensive plan through the use of transit investment. Three corridors, each extending roughly three miles from a hub in downtown Madison to the east, west and south, were defined.

In late June, the Study sought public input through two events. The first meeting, attended by 100 to 125 members of the public, consisted of presentations by experts from three cities currently benefiting from streetcar lines, Little Rock, Arkansas, Tacoma, Washington, and Portland, Oregon, as well as opportunities for public comment. The second meeting, over lunch the following day, included informal comments by each of the three experts and discussion among key stakeholders such as neighborhood leaders, developers, tourism industry officials, education officials and other community leaders.



Go by Streetcar Portland, OR

In September, The Madison Streetcar Campaign, a partnership of 1000 Friends of Wisconsin, Downtown Trolley, and the Dane Alliance for Rail Transit, held four public outreach meetings. One meeting was held in each of the three corridors, with the fourth meeting held downtown. The meetings included a presentation designed to explain the regional context for the ongoing commuter rail and streetcar studies and how and why streetcars, in particular, can help create great urban spaces, promote good development and improve the quality of life in Madison. The Madison Streetcar Campaign will build on these meetings and continue to work with the Streetcar Study Committee to engage and educate the public about the effort to bring streetcars to Madison.

In mid-December, the next Study Committee public meeting will be held. That meeting will outline specific routes within each of the three corridors and seek public comments on those routes. For more information, visit www.cityofmadison.com/streetcar/ or www.1kfriends.org/Transportation/WI_Transportation_Projects_/Streetcars.htm.

Transport 2020

In April, the Transport 2020 commuter rail study process held a public hearing that attracted roughly 80 people. The hearing outlined a range of routes under consideration and rail technologies that could be used to provide commuter/regional rail service across greater Madison from the east to west through downtown.

Since the hearing, the routes under consideration have been narrowed to three, each of which runs across Madison from east to west. One alternative runs from West Towne Mall to just beyond East Towne Mall and I-94 on the east side. Another runs from Middleton to the same point on the east side. The final route runs from Middleton to the Dane County regional airport. The study consultants are currently in the process of using models to determine potential ridership and development impacts on these routes.

Transport 2020's implementation task force and its subcommittees have also been meeting to address key issues before submitting an application for federal funding late in 2007. Included in these discussions are efforts to address issues such as governance, financing, and integration with other modes of transportation. To learn more about the Transport 2020 study process, visit www.transport2020.net.

KRM Commuter Rail

Earlier this year, the KRM Commuter Rail study process held a series of "scoping" meetings, engaging the public in a number of issues. In a strong show of support for modern transit in southeastern Wisconsin, over 80% of the people that submitted comments supported the commuter rail alternative over no investment (no-build), limited investment (Transportation System Management) alternatives, and bus-only improvements (Bus Rapid Transit) with less than 5% opposing commuter rail.

In April, the study Steering Committee effectively removed Bus Rapid Transit from the alternatives to study further because there is insufficient right of way and because Bus Rapid Transit has yet to be proven as effective as rail alternatives in catalyzing redevelopment.

The study process also held nearly a dozen public meetings focused on transit-oriented development. Transit-Oriented-Development (TOD) is typically considered to be new development or redevelopment around a transit stop that has a mixture of commercial and residential uses and higher densities than auto-oriented development. TOD is thought of as a winner for communities because of increased transportation access for residents, improvements to quality of life, and higher property tax revenues. The TOD workshops were held in each of the communities where commuter rail stops are planned. For each station area, policies and plans for land uses and economic impacts will be developed. Local support for these plans will be critical to the project.

All of these efforts are part of the Environmental Impact Statement process, which will result in a preferred alternative for review by federal transit officials. Find out more at www.sewrpc.org/KRMonline.

Transit NOW, the lead support group for KRM Commuter Rail, was recognized at 1000 Friends' 10th Anniversary event as the Modern Transit Leader for their ongoing efforts. Transit NOW staff will be leading a mobile session at Railvolution, an international conference on modern transit. Their session will highlight Transit Oriented Development already underway in Kenosha.



Transit NOW's Rosemary Potter accepting award from Steve Hiniker

Milwaukee Connector

In early May the Milwaukee City Council voted to approve the Milwaukee Connector plan. The approved plan included guided buses connecting downtown with UW-Milwaukee, Miller Park and the north side.

However, Mayor Barrett vetoed the council resolution the following day. Barrett has not closed the door to the project. But in his veto message, he wrote that "to move ahead with a \$300 million alternative, without details on financing, would be fiscally irresponsible. For an alternative to move forward, we all deserve to have those issues addressed."

It remains unclear if and how the study will progress from this point forward. A key issue at hand is how \$91.5 million in federal money, funds that were set aside in the 1990s for light rail in Milwaukee, will be used. Alderman Bauman has argued that the city should explore light rail or streetcar technology along similar routes, rather than guided buses.

Others have suggested that the money be redirected to the Kenosha-Racine-Milwaukee Commuter Rail project currently under study. This proposal includes possible extensions of the service through the Menomonee Valley and up the 30th Street Corridor, rather than stopping the line from the south at the Amtrak Station downtown.

No clear timeline for resolution of how to proceed with the Milwaukee Connector Study is apparent at this time.



Commuter Rail Test Fred Bartol

By the Numbers

Cost of regular gasoline when \$20+ billion State Highway Plan 2020 was developed (1999): **\$1.21 per gallon**

Cost of gasoline in July 2006 when report to the legislative "Road to Future" Committee raised possibility of \$544 million per year funding increase to pay for State Highway Plan 2020: **\$3.16 per gallon**

Hike to Wisconsin gas tax needed to pay for \$544 million in additional highway spending: **16.5 cents**

Towns, Cities, Villages and Counties that have submitted a finished comprehensive plan to Wisconsin Department of Administration as of May 31, 2006: **401**

Final comprehensive plans submitted to Department of Administration by year:

2000 - 3, 2001 - 5, 2002 - 21, 2003 - 71, 2004 - 58, 2005 - 145, through June 13, 2006 - 98

Cost of highway work in Southeastern Wisconsin Regional Planning Commission Freeway Plan per resident in the seven counties in which the work will take place: **\$3159.72**

Cost of highway work in Southeastern Wisconsin Regional Planning Commission Freeway Plan per resident in the state: **\$1119.87**

Cost of high speed rail connection between Madison and Milwaukee per resident in the four counties through which it will run: **\$122.45**

Counties in Wisconsin projected to have lost population between 2000 and 2005: **1 (Milwaukee – lost 1,169 residents)**

Counties in Wisconsin projected to have gained more than 10,000 residents between 2000 and 2005: **4 (Dane – 31,771; Waukesha – 16,581; Brown – 13,746; St. Croix – 12,531)**

Fastest county population growth rate in Wisconsin: **19.84% - St. Croix County**

Cities in Wisconsin projected to have gained more than 6,000 residents between 2000 and 2005: **1 (Madison – 13,681)**





LEGISLATIVE UPDATE

Transportation Policy Director Ward Lyles

2006 Legislative Session

As campaigns ramped up in advance of this fall's legislative and gubernatorial races, legislative activity in the Capitol ebbed.

Road to the Future Committee: Driving Wisconsin off a Cliff?

"In response to growing concerns about maintaining and expanding Wisconsin's roads, the Road to the Future Committee has been formed to review long and short term transportation needs." Thus began a February 8th, 2006, press release from Senator Dale Schultz and Speaker John Gard that set off alarm bells for those of us concerned about wasteful spending on overbuilt highway projects.

In late 2005, the legislature repealed the automatic indexing of gas taxes, limiting the pipeline of funding that has led to more than \$1.7 billion in expected cost overruns on highway expansion projects.

On the heels of the decision, however, legislative leaders created a new "Road to the Future" committee to investigate transportation needs and funding. Why such a committee is needed when both the Assembly and Senate have transportation committees and there is a Joint Finance Committee is not clear. Quickly, the Road to the Future Committee announced that it would conduct a three-phase study process.

Phase 1 would gather information about transportation challenges faced by the state through a series of spring public meetings. Phase 2 would explore the potential of greater efficiencies in transportation projects. Phase 3, the most important phase, would explore how to pay for increased spending.

Coincidentally, it was announced that the results of Phase 3 would not be available until December 2006, one month after legislative elections.

On July 25th, we learned the real significance of this fact. A Legislative Fiscal Bureau report requested by the Road to the Future Committee showed that in order to pay for the aggressive, \$20+ billion State Highway Plan 2020, as much as \$544 million in additional funding each year over the current \$1.3 billion spent annually on highways will be needed. Based on analysis by the Milwaukee Journal Sentinel, gas taxes will have to be increased another 16.5 cents a gallon to pay for this road building spree. No wonder the committee wants to wait until after the election to announce how it is going to pay!

Throughout this process, 1000 Friends has made our voice heard by submitting testimony and letters to the committee, as well as gaining media coverage of our opinions.

We have raised concerns that public transit, local roads, elderly and disabled transportation, and bicycle and pedestrian projects are chronically underfunded, highlighting the importance of transportation choices as gas prices skyrocket. Pointing out that when the State Highway Plan 2020 was approved gas prices were around \$1.50, we have called on the Road to the Future Committee to require DOT to redo its modeling to ensure that Wisconsin residents are not paying hundreds extra each year for highways that people will use less as gas prices rise.



***You can find your legislator's
contact information at
<http://165.189.139.210/WAML/> or
www.legis.state.wi.us***



What's in a Name?

A Message from Steve Born, Board President

One of the most vexing challenges commonly faced by those who support the work of 1000 Friends is succinctly explaining who/what 1000 Friends of Wisconsin is and does! These days, our name could be construed to suggest an organization affiliated with Match.com or Facebook, or some such social network. Not so with other organizations whose name clearly embraces the objects of people's passions – rivers, wetlands, trout, bicycling, Friends of Our Park, etc – the name identifies the primary concern and even tugs at our heartstrings. The same holds true for organizations incorporating words like “realtors”, “builders”, “farmers”, “counties”, etc, in their names, where the focus and shared-interest is evident.

1000 Friends has a far broader and more complex mission, about which our name says relatively little. How does one encapsulate in a name an organization concerned about:

- healthy and well-designed communities;
- viable working rural landscapes;
- natural resources protection;
- forward-looking transportation systems and responsible energy use;
- and transparent and open public decision-making processes with regard to planning the future for our state and communities?

And of course, these issues are not only complicated, but closely inter-related. Our mission statement is on target, but a “sound-bite” characterizing 1000 Friends of Wisconsin – we're still working on it.

But no statewide organization has a more important core mission, or one with greater implications for tomorrow's Wisconsin, than ours. We need a strong organization to influence how we use and protect our land and landscapes. We've taken major steps over the past few years to strengthen and focus our programs, to improve communications with members and external audiences, to move toward a sustainable budget, and to streamline our organizational governance. We've got a lean, talented and dedicated staff carrying out our work. On our tenth birthday, we're well above the 1000-member goal envisioned by our organization's founders.

My fellow Board member, Emily Earley (a founding member with decades of environmental stewardship under her belt), has already proclaimed her position on membership goals for the next ten years – 10,000 Friends of Wisconsin. But moving forward, it will take YOU – our members and friends. You have a crucial role to play in sustaining and growing your organization so that we are positioned to successfully tackle the land use, environmental, community development and transportation issues that emerge in the future.

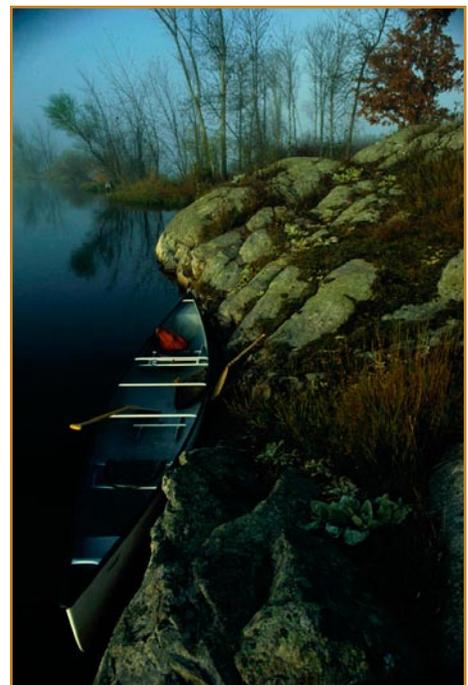
Please step up. Help recruit new members by explaining our goals, work and successes to your neighbors and friends. And consider upgrading your membership whenever possible to provide the requisite financial support for our work. Think about sustaining these efforts over time by including us in your planned giving. “1000 Friends” may not lend itself to capsule characterizations, but our mission and our work are all about our common future here in the Badger State.



Support 1000 Friends through Community Shares of Wisconsin Workplace Giving

Community Shares, the oldest social action fund in the country, supports nearly 60 local non-profits working to build social and economic equity and a healthy environment. Workplace giving is a simple process that allows you to make tax-deductible donations to a charity of your choice through payroll deductions. When you designate a member organization – like 1000 Friends – it receives 100% of the contribution. Community Shares does not take a percentage.

Workplace giving is so easy and efficient. To learn more about Community Shares of Wisconsin's workplace giving program, or to start a Community Shares campaign at your workplace, please visit:
www.communityshares.com
or call 608.256.1066.



1000 Friends Anniversary Gala



Executive Director Steve Hiniker welcoming guests

“10 of the Best” Award Winners

Smart Growth Leadership
Mark Bugher

Sustainable Land Use Visionary
Phil Lewis

Residential Infill Pioneer
McGrath Associates, Inc.

Industrial Infill Development
Menomonee Valley Partners

Modern Transit Leader
Transit NOW

Working Lands Innovation
Working Land Initiative

Statewide Land Conservation
Wisconsin Land Trust Movement

Next Generation Neighborhoods
Grandview Commons by
Veridian Homes

Downtown Investments
Wisconsin Main Street Program

Civic Journalism
“We the People - On Common Ground”



Dave Gieslewicz with Lance & Todd McGrath



Rod Nilsestuen accepting for The Working Lands Initiative



Mark Bugher accepting award from Mayor Dave

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Organizations

Center for Land Use Education
Wisconsin Wetlands Association
Scenic Wisconsin
Citizens Allied for Sane Highways
Downtown Trolley, Inc.
Wisconsin Democracy Campaign
Gathering Waters
Community Shares of Wisconsin
The Nature Conservancy



Karen Bassler accepting for the Land Trust Movement



Tom Still & Neil Heinen accepting for “We the People - On Common Ground”



Steve Born with the Lewis Family

Celebrating 10 Years!

Over 200 people joined our gala celebration at the Overture Center on September 21st to celebrate land use champions from around the state. Awards were presented to individuals and organizations for their efforts to make Wisconsin communities even better places to live, work and play.



Kine Torinus,
Steve Hiniker &
Brian Munson



Pat & Dan Cornwell with Emily Earley



Tom Lyon, Kris Rundle & Walter John Chilsen



Current Board President Steve Born
greeting first Board President Don Last



Lisa McKinnon
& Meagan Yost



Board Members Kim Verhein, Jean Wells
& Margaret Burlingham



Legacy Board Members Bud Jordahl, John Imes,
Jeanie Sieling, Don Last & Jim Van Deurzen

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For a complete list of
sponsors, go to our website at
www.1kfriends.org

Around the State



Forest Fragmentation and Environmental Leadership

Policy Director Lisa MacKinnon Presented to the Wisconsin Rural Leadership Program – July 12, 2006 – Kemp Station, Minocqua, Wisconsin

Lisa was invited by the Wisconsin Rural Leadership Program (WRLP), to tour local forest sites and talk to program participants about forest fragmentation and parcelization and their effects on the economy, ecology and culture of Wisconsin. The program also included discussions of current issues in environmental leadership in the state. Lisa was joined by Steve Margitan, regional forester for the Packaging Corporation of America, and the two of them presented to, and discussed with, a group of 20 WRLP participants who came from diverse backgrounds, including dairy farmers, small business owners, educators, and local government elected officials from all regions of Wisconsin.

Mary Rehwald Wins Lake Superior Binational Program Award

Several Northland groups and individuals recently won environmental awards from the Lake Superior Binational Program. In its third annual Environmental Stewardship Awards Program, the program honored long-time Ashland resident, city councilor and 1000 Friends of Wisconsin member Mary Rehwald. She won the U.S. adult individual category for helping promote a system of sustainability practices and principles in the Chequamegon Bay area.

Washburn Elementary School #8 of the Top 10 Green Schools

The second Wisconsin school to make the top 10 this year (Conserve School was the other one), Washburn is currently completing certification with the state's Green and Healthy Schools program. To help with certification, parents, community members and school staff have formed a committee to lessen the school's environmental impact. In the school's vegetable garden, children plant seeds in the spring to harvest when they return to school. At each grade level, there is a project-based learning activity that focuses on water. To save energy, the school ventilates properly, but not excessively, and turns down the heat when the school isn't occupied. All of these steps are part of a larger program the town of Washburn has undertaken to model itself after aspects of three successful green communities in Sweden.

Madison Hosts ProWalk/ProBike Conference

As one of only seven cities in the country with a "Gold" rating* for bicycling, Madison was a natural fit to host the 2006 International ProWalk/ProBike Conference at Monona Terrace in early September.

This great conference provided a valuable opportunity for nearly 650 professionals and citizen activists from around the country working on pedestrian and bicycle issues to learn about best practices, share their ideas, and network with each other. Thanks to a scholarship from the Wisconsin Department of Transportation, 1000 Friends Transportation Policy Director, Ward Lyles, attended nearly a dozen interesting and informative sessions showcasing best practices from across the nation and the world.

Ward was one of more than 150 Wisconsin residents who turned out for the event! The next conference will be held in 2008 in Seattle. Let's make sure that Wisconsin is well represented there as well.

To learn more, visit the National Center on Bicycling and Walking online at www.bikewalk.org.

* The League of American Bicyclists' Gold rating is the second highest level awarded for bicycle-friendly cities. Davis, California, is the only platinum rated city in the nation, but don't worry, Madison already has a team of people working to secure a platinum rating in the next few years.

Lisa MacKinnon Delivers Eco-Municipality Presentations

1000 Friends Policy Director Lisa MacKinnon has been giving presentations around the state on the Eco-Municipality Model and her recent Sustainable Sweden Study Tour.

August 29 – Dane County Smart Growth and Natural Resources Committee
September 11 – A community presentation at the Monona Terrace Convention Center with a panel of four participants from Madison and Dane county, including Chuck Erickson, Dane County supervisor; Sherrie Gruder, Chair of City of Madison's Sustainable Design and Energy Committee; Susan Schmitz, President of Downtown Madison Inc.; and Robbie Webber, City of Madison alder.

September 25 – For a visiting delegation of local government officials, non-profits and economic development interests from Chapel Hill, North Carolina, who are interested in sustainable community development.

September 26 – Madison MAGNET organization for young professionals
October 10 – Milwaukee School of Engineering's Symposium 21 "Taking Sustainability Seriously: Drivers, Metrics and Benefits".



Quotes from News Stories about 1000 Friends

Sprawl Foe Marks 10th Anniversary

The Capital Times, Sept. 19, 2006

Mike Ivey

Thursday evening, 1000 Friends of Wisconsin will celebrate its 10th anniversary with a celebration at the Overture Center. On the guest list is Mayor Dave Cieslewicz, who served as the group's first executive director before leaving for the top job at City Hall.

So has much progress been made in the past 10 years? "Absolutely," says Steve Hiniker, who took over as executive director of 1000 Friends in 2003.

Hiniker said the biggest tangible achievement is the growing economic viability of traditional neighborhoods and downtown condominiums.

"Union Corners, Weston Place, 100 Wisconsin Avenue, Grandview Commons - all of these places have density that is many times more dense than the typical bad development so common on our countryside over the past 40 years," he said.

"Grandview Commons, a 500-unit mixed-residential 'New Urbanism' project on Madison's far east side off Interstate 90 at Cottage Grove Road is especially important," Hiniker said. That's because one of the state's largest home builders took a chance on an untested model and found it to be a huge success.

"Grandview Commons could change the whole approach of the housing industry," he said. And Hiniker notes it wasn't a government mandate, land use plan or even a zoning restriction that birthed Grandview Commons.

"It was just the plain old profit motive actually coming up with something good," he said.

Land Use Plan Hold Up Fitchburg Development

The Capital Times, Aug. 18, 2006

Maureen Backman

Kevin Pomeroy, Planning Director of 1000 Friends of Wisconsin, said the city should "put on a new pair of glasses" and get new issues like Ballygrady on the table while it is updating its growth plan.

Maps are updated all the time when there is good reason, he explained, adding the Smart Growth plan is currently incomplete.

"Let's get clearer on where we want to set the bar," he said. "I think a plan like this can put Fitchburg on the map in a new way."

Nass Calls for dissolution of Road to the Future Committee 1000 Friends also criticizes panel

Daily Reporter, Aug. 28, 2006

Paul Snyder

Ward Lyles, Transportation Policy Director with the 1000 Friends of Wisconsin, testified at Thursday's "Road to the Future" committee hearing and presented suggestions on how to pare down excessive spending, but he said Monday that he doesn't see the committee living up to its full potential.

"I see it as a missed opportunity," said Lyles. "Higher gas prices have resulted in higher demands for mass transit and fuel efficient vehicles, and we're poised to make forward thinking changes in Wisconsin transportation. But are we going to just try to look back to the last 30 or 40 years? We seem to be falling further and further behind the 8 ball when we should be trying to get ahead of it."

Hill Farms State Office Bldg Green Governing

WISC TV - 3 Madison Editorial

Aug. 23, 2006 - Neil Heinen

There's just something that feels right about the State of Wisconsin and 1000 Friends of Wisconsin collaborating on a development project. And while it might be a stretch to call the redevelopment plans for the state owned Hill Farms State Office Buildings a collaboration, we're mighty encouraged that the state is seriously considering the mixed use plan suggested by one of the state's most important environmental organizations. 1000 Friends Executive Director Steve Hiniker said his group recommended the state seek city rezoning to allow for a project that would allow for condominiums or apartments and perhaps small retail in addition to a new Transportation Building at the Sheboygan Avenue site.

The state has offered to incorporate "green" building practices like rain permeable sidewalks and parking areas and rooftop gardens. This is a great example of government making use of the best thinking the state offers, business or non-profit, for the benefit of citizens and communities and neighborhoods. Credit to 1000 Friends for speaking up. Credit to state government for listening and following through.

Tony Karls

Anthony Francis "Tony" Karls, died quietly at his home in Poynette overlooking the September splendor of the marsh flowers of Rowan Creek on Saturday, September 9.



List MacKinnon

Tony is survived by his partner and wife Meagan Yost (1000 Friends board member) and a large loving family. Tony is well-remembered by family, friends and neighbors as well as the many people he met during his 22 years as chaplain at St Mary's and Madison General. During those years and beyond, he used his generous spirit, his great sense of humor, and his love of people to help heal many hearts.

Remember Tony well in your hearts and remember one of his most favorite lines: "Kindness is the key to hearts."

1000 Friends received memorials in Tony's name from these people:

Kristi Gundrum, Sarah Lloyd, Elaine Rattunde Dean Foundation for Health, Emily Earley, Coyleen Lynch, William & Lorette Wambach, Juli Aulik & Andrew Welyczko, Steven & Jeanne Preston, Cathy Peterson, Kristin Cunningham, Elliott R. Hudgins, Jane Duesterbeck, Jim Rowland, Joe & June Maldonis, Robert & Betty Shepherd, Bud Jordahl, Rose & Jim Sime, Marsha Cannon, Kathy & Rich Henderson, Gary Karls, Andrew & Nancy Kosseff, James Van Deurzen, Telle Zoller, Russell & Patricia Fassbender, Ruth Aulik, Barry & Ann Bauman, Jeanne M. Behrend, Dorothy Dishno, Gilbert & Helen Churchill, Katherine & Robert Geier, Kim & Timothy Hallock, Audrey Hinger, Susan & Michael Kalscheur, Deneen & Kenneth Kickbusch, Nancy & Gordon Miller, Ruth Ann Berkholtz & George Nestler, Trish & Tim O'Neil Frances Rademacher, John & Bambi Statz, Lawrence Sromovsky, Ann & Gary Taurick, Mary & James Taylor, Paulette & Nathan Timm, Steve Villand, Susan & Robert Wallen, Wanda Williamson, Connie Wilsnack, Terra Wood-Taylor, Carolyn Ridgely, Steve Hiniker & Mary Ellen Vollbrecht, Barb Irvin & Peter Thum, Richard & Carol Karls, Diane Tomlinson, Deb & Al Nemeth, Donna & Roger Wetzel, Eldon & Ardys Saager, Joyce Brereton, Mary E. Ziebarth, Larry & Sharon Hahn, V.J. & Marie Ryan, Mary Sanderson-Bolanos, Cynthia A. Shanks, Jerry & Jean Sieling, Mark Martin & Susan Foote-Martin





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*In honor of Emily Earley's 90th Birthday
from David and Elizabeth Katezelnick*

*In honor of Bud Jordahl's 80th Birthday
from Harry and Lorna Kniaz*

*The Gerd Zoller Memorial Fund from Telle Zoller
In memory of Tony Karls - see page 15*