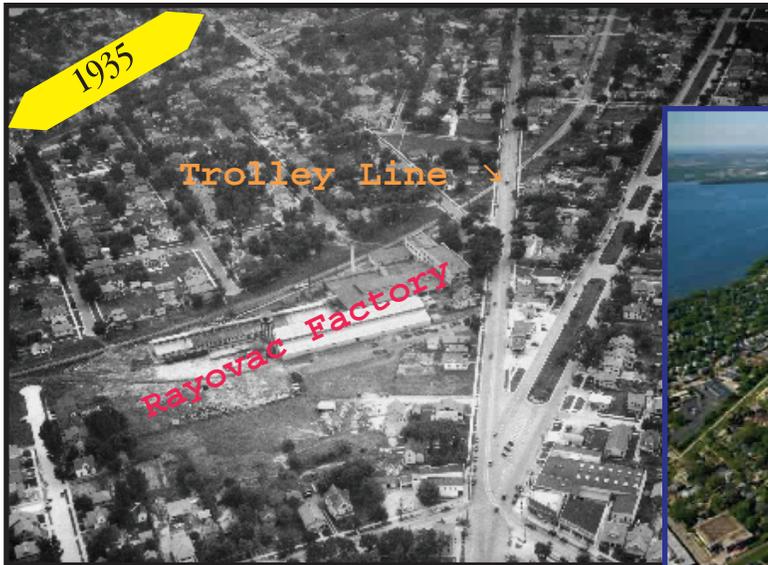


1000 FRIENDS OF WISCONSIN

LANDSCAPES

Volume 11, Number 2

Summer 2007



Union Corners Creating a new neighborhood on Madison's East Side



Infill Development **A Sensible Alternative to Sprawl**

The Director's Desk

1000 Friends of Wisconsin
Created to protect and enhance Wisconsin's rural and urban landscapes by providing citizens with the inspiration, information and tools they need to effectively participate in the decisions that have the greatest impact on community health.

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Photos on cover and pages 3 & 4 courtesy of
McGrath Associates

When most people think about the cause of global warming, images of smokestacks coming from coal fired power plants are among the first thoughts. Our insatiable appetite for electricity is one of the biggest contributors to our global warming problem.

However, too many of us overlook the role of land use and transportation policies in the climate change discussion. Emissions from cars, trucks, buses and airplanes combine to make up the largest – and fastest growing segment of the sources of global warming in the U.S.

We are addicted to driving and, unfortunately, a little concern like global warming doesn't seem to motivate enough people to look at ways to curtail their driving habits. Last year, Wisconsinites drove a total of 60 billion miles! That's almost 2 and half million times around the earth. Given what that driving is doing to our state and what highways are doing to our countryside – we need to figure out a way to drive less.

Driving less is much easier than it sounds, especially if we make it a priority. (See Ward Lyles article on page 7). Driving less became a priority for many in the state in 2006 when gasoline prices crept over \$3 a gallon. 2006 was the first year in decades that Wisconsinites actually drove fewer miles than the year before. With gas prices currently higher than they were a year ago, those price signals may drive even more people to drive less.

Still, we need to do even better. The design and location of new developments can provide convenient alternatives if we want people to drive less.

By developing new neighborhoods of houses that are closer together we can make it easier to drive less. Compact development patterns make transit feasible. They also make it possible for local stores to exist within walking distance of houses. They help us restore something that we nearly lost: real neighborhoods where most of what we need can be found within walking distance of our front door.

In this issue of *Landscapes* we celebrate the development of those traditional neighborhoods. On Madison's near east side, Union Corners is a mixed use development that will place up to 450 new residences in less than 15 acres. This neighborhood will reduce pressure on greenfields in the Madison area and help new residents drive less. Midvale Plaza on Madison's near west side is another example of high quality, compact development. There, a run-down strip mall and an overcrowded library will give way to a mixed use development that will include a new, expanded home for the library.

Milwaukee's Menomonee Valley redevelopment is the largest infill project in the state. In the 1950's, the Menomonee Valley was home to more than 50,000 jobs that were within walking distance of thousands of homes for workers. When the post-war prosperity boom ushered in the age of the interstate highway, those jobs left and the Menomonee Valley turned into a largely vacant brownfield.

Today, thanks to the efforts of local activists determined to improve the area, the Menomonee Valley is once again home to thousands of jobs within walking distance of more than enough homes for workers. The prospects are bright once again for Menomonee Valley.

The rebirth of urban areas is good news for the environment. More jobs and homes close to urban centers relieve pressure on farmland and natural areas and reduce the need for residents to drive. That, in turn, helps us reduce greenhouse gas emissions.

Reinvestment in our urban areas reduces pressures on the natural areas that are so important to all of us.



Steve Hiniker



A great example of infill development

Steve Hiniker

Ninety years ago, when Madison was smaller than present day Fitchburg, the French Battery Company (later to become Rayovac) was built on the city's eastern edge. Even though it was only about 2 and half miles from the city center, a streetcar line was integral in getting workers living downtown to the facility at eastern reach of town

Madison's population has grown by almost 200,000 and the city itself covers an area ten times larger than it did in 1910. Rayovac has since moved its headquarters to Atlanta and the streetcars have been replaced by thousands of cars – more than 55,000 vehicles pass by the former battery company daily.

The former Rayovac site, now known as Union Corners, left a vast brownfield in the midst of a booming city. The site offered a rare opportunity for a forward looking developer to develop the former manufacturing facility into a mixed used development that meets the needs of a twenty first century Madison.

Today, Union Corners is one of the largest redevelopment sites in the history of Madison. The project, which is in the early stages of development, will include a mix of residential, retail, and commercial space. The development concept plans for 450 dwelling units, consisting of both condominium and rental housing choices; and up to 110,000 square feet of retail and office space for lease.

The sprawl-beating aspects of this development are tremendous. 450 residential units on 15 acres of land yields a housing density of 30 units per acre. Given that the new housing density in southern Wisconsin averages about one unit per 1.5 acres, Union Corners provide the same amount of housing that would otherwise take more than *one square mile* of land. This translates into one square mile of farmland and natural areas that would have been built for new Dane County residents.

Getting from the design board to actual construction in the midst of a civically active neighborhood took tremendous effort. Fortunately, the developer of the project, McGrath Associates, is a veteran of infill development with pioneering projects dating to the late 1970's. Neighborhood engagement was (and is) the rule. Although no new development will meet the needs and expectations of all neighbors, the developer's efforts to build a project that will fit into an existing neighborhood draws praise from the area's residents. Union Corners is still little more than a cleared 15-acre plot in the midst of neighborhoods that date back to the turn of the 20th century. As the buildings rise, the true test of the acceptance of the work will take place.

1000 Friends recognized the benefits of this project and the developer's attention to neighborhood needs by awarding the McGrath Union Corners development one of its "Ten of the Best" in 2006 at our 10th Anniversary celebration.

The stories on the following page are written by those who are affected most: the project's next door neighbors. They are local activists who invest their time freely toward making Madison's east side neighborhoods some of the strongest and most desirable neighborhoods in the area.



TRANSPORTATION

- Roundabout
- Ped /Bike
- Transit
- Parking

Public Open Space

- 1 - Union Green
- 2 - French Battery Park
- 3 - Main Street
- Green Roofs

Union Corners

What Went Right: According to the Neighbors

Dan Melton, Peter Berryman, John Steines & Vicky Selkove

Dan Melton: Union Corners is a large urban infill project that ended up having 1,001 moving parts. In the fall of 2003, when developer Todd McGrath began talking to neighbors, some feared a project of this size wouldn't get off the ground, that neighborhood fears would stop it. That didn't happen. Why? Many reasons. One, time. Lots and lots of time. Two, a developer with the self-confidence and patience to actually listen. Three, a seasoned alder who knew how to apply a firm hand to the wheel when needed. Four, neighbors who weren't afraid to say, "You know, I think, on balance, this development is going to be OK." Does that mean every neighbor is happy with every one of the 1,001 moving parts? No. But a majority of the neighborhood is comfortable enough with the whole that we're OK with it going ahead.

Peter Berryman: I wasn't as involved as many were in the Union Corners process, but I did attend a number of meetings, read the articles, and talked about it with many people. In my opinion - though you never really know until the dust settles - the whole thing was handled quite nicely, because of very concerned and involved neighbors, and because the folks putting the whole thing together made an effort to actually, sincerely listen. Even the small touches like the effort to preserve the oak trees in Rayovac's front yard and the understanding about the value of the aesthetics of the original French Battery building were impressive. The assurances that good recycling and conservation efforts would be made, and that the soils would be purged until no longer toxic, were presented in a believable manner. All the details and concerns were addressed as though they were taken quite seriously. It all felt very open and honest and deeply thought out by both the neighborhood and the developers.



Recycling

John Steines: The Union Corners team had the understanding and patience to deal with neighbors' varying degrees of expertise, or lack of it, in how the city development process works. I think issues outside of the context of Union Corners, specifically the traffic issue of East Wash and Winnebago, sidetracked some of the energy and focus. It was an issue which had to be addressed, and one that the city had avoided dealing with for a long time. I was disappointed that the Union Corners team did not do more with hands-on design and dreaming of space with working models, relief and contour of the neighborhood adjacent. This might have helped some to visualize how a redesigned space might work as part of an existing community. In a process like this, the developer doesn't change but the neighborhood players are many and varied, and do change. I think one of the reasons that energy lagged, as time went on, was that, in fact, many in the neighborhood had come to a bigger understanding of some of the issues and their complexity, and wanted to move on. They were generally glad something would be there other than a polluted battery site.

Vicky Selkove: The number of neighborhood meetings that Todd McGrath and his crew attended, either coming to our regularly-scheduled neighborhood association meetings, or presenting at specially-called meetings about the project, was really quite amazing. Not to mention the tours he did of the site for neighborhood association members and others. I've talked to friends in other neighborhoods who feel like they never see developers until something's up for a final vote and who feel like plans are sprung on them. McGrath's willingness to come talk with neighbors, to answer questions, to show the updated versions of plans, his overall accessibility, made a big difference. It made it far harder for neighbors to say, "Hey! You're springing this on us! How come we haven't seen this before?" Coming to people again and again and being accessible gains you big points with neighbors. I think McGrath impressed a lot of folks with his willingness to incorporate environmentally friendly and sophisticated elements in his design. I remember at one of the meetings, at Holy Cross Lutheran Church, where some people - who seemed new to the process - asked pointed, sharp questions about "Are you doing LEED certification?" and "Are you putting in rain gardens?" as if they were geared up for a battle with him over it and they seemed impressed and calmed by his responses. Compared to some new developments in Madison, it is impressive what he's doing environmentally, and in terms of public green space, and my sense is that he deflated a lot of potential neighborhood opposition by doing so much on those fronts.



Union Corners today

Hills Farms Neighborhood

Some of the Hottest Real Estate in Town

Steve Hiniker

The area around Hill Farms on Madison's west side is some of the hottest real estate in the city. Major new investments in the area include a complete redesign of the Hilldale Shopping Mall, new townhouses, upscale grocery stores and a new towering condominium with views of Lake Mendota. The Hill Farms area also hosts healthy neighborhoods, excellent schools and parks within walking distance of residences.

The most obvious shortcoming of the area is the office building that houses the Wisconsin Department of Transportation (DOT). The state DOT building is a towering eyesore over a 17-acre parking lot in the midst of a highly desirable area.



Steve Hiniker

Department of Transportation

Aside from the building and a one acre community garden spot, the only current function of those 17 acres is to store cars during work days. The asphalt parking provides an ideal surface to accelerate the runoff of rainwater, which adds to flooding problems at one of the busiest intersections in the city.



Steve Hiniker

Department of Transportation parking lot

In the fall of 2005, 1000 Friends of Wisconsin contacted the Wisconsin Department of Administration (the owner of the DOT building) and suggested that they sell a portion of the lot for redevelopment. We pointed out that the state of Wisconsin could raise at least \$6 million from the sale (and more if the entire site sold), and the city of Madison could gain at least \$350,000 per year in property taxes, based on the sale of just one-third of the site.

Furthermore, a properly designed site would better manage stormwater runoff, which would alleviate the flooding problems in the area. We also noted the benefits of infill development, which replaces the need to build on the edge of the city.

The state's immediate reply was, "Great idea!" Aware of other infill projects nearby, the state insisted that neighborhood support for the plan was critical if the project was to move ahead.

The state hired the Madison consulting firm, Vandewalle and Associates, to prepare a general development plan and to engage those living and working in the area to participate in its formulation. The project is moving forward with a general development plan that calls for a mixed use development that includes a new building for the DOT, a new hotel and residential development.

This project incorporated a substantial effort to involve neighborhood residents who have stressed repeatedly the importance of the development being transit oriented and pedestrian friendly.

The plans are far from complete, there are many issues that need to be addressed, and the project must undergo many levels of approval before moving on to construction. However, the site holds tremendous potential for housing new office buildings and residential units that might otherwise end up in a cornfield on the edges of the city.



Steve Hiniker

Weston Place - new Hill Farms condominiums

Passenger Rail Efforts Gaining Steam

Help needed from federal government

Frank Busalacchi, Secretary, Wisconsin Department of Transportation



Travel by rail in this country is an option many people would like to see expanded. With gasoline in the \$3 a gallon range and highways becoming more congested, Americans are looking for transportation alternatives. Intercity passenger rail and transit are becoming more enticing alternatives.

In Wisconsin, while there are many communities that offer transit services - from bus to shared-ride taxi - rail travel opportunities are limited. Nevertheless, Amtrak Hiawatha Service between Milwaukee and Chicago has shown that it provides reliable service with one of the best on-time performances in the country. It's been a great success. Last year, ridership again set a record, reaching 588,036, eight percent higher than 2005. Governor Jim Doyle included funding in his budget to add an additional car to Hiawatha trains so passengers don't have to stand for the 90-minute, 79-mile-per-hour ride during peak travel periods.

The Wisconsin Department of Transportation is committed to making Hiawatha Service more convenient. New stations opened recently at Milwaukee's General Mitchell International Airport and Sturtevant. Later this year, intercity bus, taxi, and Milwaukee County Transit passengers will be joining train riders at the newly remodeled downtown Milwaukee Intermodal Station. It's a \$16.9 million investment that will serve as a gateway to downtown Milwaukee.

In the future, we hope to extend high-speed passenger rail service to Madison. As proposed, the 110 mile-per-hour service would transport passengers from Madison to Milwaukee in about an hour, and continue on to Chicago with a total travel time of about two and a half hours, a time comparable to driving, without the hassle of traffic, tolls, and expensive parking.

Wisconsin has already committed \$48 million in bonding authority toward extending the line between Milwaukee and Madison. Governor Doyle has proposed increasing that to \$80 million as a 20 percent match toward future federal funds for the Madison extension. Unfortunately, no program exists to provide federal funding and

Wisconsin simply cannot undertake a project of this magnitude on its own.

Many states share this predicament. From Washington to Florida states have committed hundreds of millions of dollars for short-term, incremental improvements that have fueled significant growth in Amtrak ridership. Thirty-five states have developed intercity passenger rail plans, but because they're missing a strong federal partner, many of those plans have been put on the shelf.

There are some good signs though. The U.S. Senate Commerce Committee has approved the Passenger Rail Investment and Improvement Act of 2007, S294, which would stabilize Amtrak's funding. It would authorize \$11.4 billion for Amtrak operations and capital needs and lays the basic framework for Amtrak to work in partnership with the states by authorizing \$1.4 billion in 80/20 federal state grants to implement regional capital projects.

While S294 is a good start, it does not contain the funding necessary to meet states' needs. Under provisions of the bill, the most available to fund projects in a given year is about \$400 million. The Milwaukee to Madison project would require \$400 million alone. I am also encouraged by another bill - HR 1300, which provides \$12 billion in tax credit bonding authority to states for projects. The bottom line: In order for passenger rail efforts, nationally, regionally, or locally (e.g. Milwaukee Connector, Madison trolley or Dane

County Commuter train) to get off the drawing board, we must secure strong support from Congress.

We know passenger rail provides substantial benefits. A recent study for the Midwest Regional Rail Initiative (a proposed 3,000-mile passenger rail network connecting 100 Midwestern communities with a hub in Chicago) concludes that enhanced passenger rail service in Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Nebraska, Ohio, and Wisconsin could generate about \$23 billion in user benefits from time savings, congestion relief, and emissions reductions during the first 40 years of the project. For Wisconsin, the benefits total between \$3.5 billion and \$4.6 billion, in addition to creating 9,570 new permanent jobs and \$173 million in extra household income. The report indicates high-speed passenger rail returns \$1.80 in benefits for every dollar invested.

Finally, I am also on the National Transportation Policy and Revenue Study Commission, which held hearings across the country in an effort to shape transportation in the future. That commission needs input from grassroots organizations and individuals so all sides in the transportation debate are heard. If your ideas, big or small, are not shared, the commission can't consider them. I encourage you to submit your comments to: <http://www.transportationfortomorrow.org/>

There's no better time to do it than now.



Kicking Those Carbon Pounds

Ward Lyles tells how his family takes reducing seriously!

My wife and I have been making our house more climate neutral – switching in compact fluorescent bulbs, spraying additional insulation (recycled newsprint) and buying wind power. Being a transportation guy, however, I find myself wondering: what’s my global warming impact once I step out my front door each day and what can I do to reduce it? Maybe the thought has occurred to you, too.

If, like the overwhelming majority of Wisconsin residents, you hop in the car to drive to work, the grocery, or school, each gallon of gasoline you burn launches roughly 20 pounds of carbon dioxide into the atmosphere.

Like the calories from holiday hors d’oeuvres, the pounds add up quickly. Between 1/4 and 1/3 of all greenhouse gas emissions in Wisconsin are from the transportation sector – 30 million tons each year. As a state of 5.6 million people, we emit more carbon dioxide - just getting from here to there - than the 70 million people of Bolivia, Costa Rica, Luxembourg, Nepal, and Tanzania combined emit from all their energy consumption put together.

Ay caramba! What to do?

Your contributions to 1000 Friends help us fight for a comprehensive system of buses, trains, and bike paths that make it easy, affordable and efficient to get around Wisconsin without a car (see page 8 for information on our *Public Transportation Guide*). But, while we’re working on that, you can take immediate action as well.

A first easy step is one I took myself recently. For a week I tracked all of my trips – where I went, how long it was, and how I got there. Then, at the end of the week, I reviewed my trips to see what I could learn. Here’s the summary:

- **Commuting:** Biked to work on Madison’s Southwest Bike Path most days and combining carpooling and busing on the day I did not, bringing my carbon impact down around three or four pounds.
- **Recreation:** Carpooled to the Crazylegs Classic fun run and to my softball league, reducing my recreational carbon impact to about seven pounds.
- **Unavoidable Car Trips/Emergencies:** Unexpected visit to urgent care, adding about seven pounds.
- **Trips of Convenience:** Produced another fifteen to twenty pounds of carbon dioxide taking the car to get gardening supplies, pick up after-dinner frozen custard, and otherwise frogging about on errands.

Adding it up, I found out that my transportation carbon impact was about 35 pounds. Comparing that to a national average of about 230 pounds per vehicle per week I can feel pretty good about myself, right? Maybe yes, maybe no. Consider three things.

First, it didn’t take much effort for me to keep off those carbon pounds. I enjoyed the four-mile bike ride to and from work each day in the sunny spring weather. Chatting with friends on the way to a running race and a softball game beat driving alone. Running a few short errands with my son

in the bike trailer constituted family fun. (He’s just learning his first words and can’t disabuse me of this notion yet.) Meanwhile, nearly every one of my trips of convenience was less than five miles and could have been easily biked instead.



Jonah Lyles enjoying the ride.

Second, my Madison neighborhood is well served by bus lines and bike paths that make clear and quick connections to downtown, where I work. The sidewalks that line our streets actually lead to bookstores, parks, groceries and other places worth going to on a regular basis. Redevelopments of suburban-style malls nearby are adding to the already long list of walkable and bikeable destinations.

Third, traveling to her job as a social school worker, including dropping off our son at day care, puts my wife at or above the national average for carbon emissions each week. Because of her responsibilities, on any given day she might have to split her time between schools that are more than 20 miles apart, making biking, busing or carpooling unworkable options for her.

Putting it all together, a typical transportation week for the Lyles family illustrates the importance of good urban planning that creates communities with multiple transportation choices. It’s easy for me to reduce my climate impact because of decades of good decisions by Madison’s city planners and elected officials.

But our typical week also illustrates the immense challenges more than 50 years of auto-dependant development patterns pose. Options for reducing my wife’s carbon impact are much more limited than mine, either spending thousands of dollars for an even more fuel efficient car than she already has or trying to find another job, which still leaves her current job to be filled by someone else who has to do all that driving.

What will your typical week tell you about your community and how you choose to get around it? Some time in the next month take the time to track your trips. If nothing else, you might find that paying attention to how you get around for just one week and the carbon impact you have provides good motivation to do a little more.

I know I’ll be leaving the car on the curb and biking to pick up the ice cream sundaes next week and I’ll keep making sure that our elected officials know the importance of providing more funding for balanced transportation choices.



Getting Around Wisconsin Without a Car: A Public Transportation Guide

At Public Transportation Day at the State Capitol in late May, 1000 Friends of Wisconsin released an exciting new resource for Wisconsin travelers: a guidebook for getting around the state using publicly available transportation.

"Countless Wisconsin residents and tourists from out-of-state want to know their options for traveling without having to drive everywhere. For many, driving simply is not an option, while for others, saving hundreds of dollars in gas costs is a major motivation for car-free or car-reduced travel," said Steve Hiniker, 1000 Friends of Wisconsin Executive Director. "For the first time, this guidebook puts the information needed to plan a trip in one place."

Getting Around Wisconsin Without a Car: A Public Transportation Guide provides a map of publicly available transportation services in Wisconsin, including local bus systems, intercity rail, intercity bus, airports, and ferries. Three tables are also included in the guidebook. One includes a list of intercity routes, with the name of the service provider and the main terminals along the route. The second includes main transfer cities, where travelers can shift from one mode to another. The third table includes contact information for public transportation systems and companies.

The guidebook was developed as a usable model for a one-stop source information about traveling without a car by long-time 1000 Friends' member Dan Cornwell, Jim Cory of Horizon Mapping, and 1000 Friends' staff as a demonstration project. The Wisconsin Department of Transportation plans to take the model guidebook developed by 1000 Friends and use it as the basis for an ongoing, regularly updated resource for traveling around Wisconsin by publicly available transportation.

"We are thrilled that the Wisconsin Department of Transportation will work to make this information available to Wisconsin travelers on an ongoing basis in the future," said Hiniker. "We are also pleased that key groups such as AARP Wisconsin, the Wisconsin Urban and Rural Transportation Association, and the Wisconsin Council of the Blind and Visually Impaired are committed to ensuring that this valuable resource is available and accessible to the tens of thousands of Wisconsin residents that will find it useful."

Copies of the guidebook will initially be available at www.1kfriends.org and an updated version will be forthcoming from the Department of Transportation at <http://www.dot.wisconsin.gov/travel/transit/>



**Getting Around Wisconsin
Without A Car:
A Public Transportation Guide**

Get on Board!

To help you plan your business, health, school or pleasure travel in Wisconsin, this guide includes:

- o A map of regularly scheduled bus, rail and ferry routes and local services, as well as airports, to help you see what options are available.
- o List of ground routes and the cities they serve.
- o List of transfer points, where you can change from one mode of transit to another (air, rail, bus, and ferry).
- o Contact information for local transit and intercity air, rail, bus and ferry lines.

Always Double Check!

Before making final plans, be sure to contact the airlines, bus, train, or ferry companies to get up-to-date information on routes, schedules and stops, as these do change. The information in this guide was reviewed in April 2007.

See related news article on page 15.

*"So good to see a first edition of **Getting Around Wisconsin Without A Car: A Public Transportation Guide**. Looks like we've got a lot of work to do in order to develop a more connected system. But hey, what great jobs that could mean!"*

B. C. Brown
1000 Friends member

Steve Hiniker Appointed to Governor's Global Warming Task Force

Governor Doyle created the Task Force to bring together a prominent and diverse group of key Wisconsin business, industry, government, energy and environment leaders to examine the effects of, and solutions to, global warming in Wisconsin. The task force will create a state plan of action to deliver to the Governor to reduce our state's contribution to global warming.

1000 Friends of Wisconsin will focus on the transportation system impacts on global warming as well as how land use policies affect climate change. We will be suggesting policy changes that can help us reduce the emissions of carbon dioxide related to transportation and land use.

Members of the Governor's Task Force on Global Warming

Daniel Ariens, Ariens
Forrest Ceel, IBEW
Jeff Crawford, Forest County Potawatomi
Kristine Euclid, MG&E
Jonathan Foley, UW-Madison
Jon Geenen, United Steel Workers
Charlie Higley, Citizen Utility Board
Steve Hiniker, 1000 Friends
Mary Jean Huston, The Nature Conservancy
Margi Kindig, Citizen
Gale Klappa, Wisconsin Energy Corporation
Gary Malkus, General Motors - Janesville
C. David Myers, Johnson Controls
Representative Phil Montgomery
Bill Oemichen, WI Federation of Coops
Senator Jeff Plale
Keith Reopelle, Clean Wisconsin
Tom Scharff, Stora Enso
Gary Schmuck, Trane Corporation
Henry Steuber, G.E.- Oil & Gas Division
Susan Stratton, Energy Center of WI
Barbara Swan, Wisconsin Power & Light
Michael Swenson, Xcel Energy - NSP WI
John Vrieze, Dairy Business Association
Larry Weyers, Integrys Energy Group
Lynn Wilson, Plum Creek Timber



The Challenges & Opportunities of Infill Development

An Important Tool to Reduce Sprawl

Kevin Pomeroy

Creative strategies to reuse vacant and underutilized urban land was the theme of the conference “The Challenges and Opportunities of Infill Development” held in Madison on April 16th. The conference opened with remarks by Madison Mayor Dave Cieslewicz outlining his vision for sensible growth in the capital city and how infill development is critical to achieve the vision.

Two recently approved infill projects were critiqued by neighborhood activists, elected officials and developers who played instrumental roles in the projects. Midvale Plaza and Union Corners (featured in this newsletter) offer different lessons on how to gain neighborhood support for infill projects that include higher density and taller buildings. Midvale Plaza, an aging strip mall surrounded by parking, is long overdue for an update although the initial development proposal was criticized by the neighborhood as too dense and tall. Although a scaled back project was ultimately approved, the neighborhood still has reservations about the scale of the project and the role of the public in the process. By contrast, the Union Corners project demonstrates the benefits of an extensive public participation process to gain neighborhood support for an infill project. The Neighborhood Design Studio, organized by the East Isthmus Neighborhood Planning Council, brought together citizens, elected officials, city staff and the developer into a participatory process that guided the content of the development proposal.

Also speaking at the conference was Chuck Kamp, General Manager of Madison Metro Transit, who discussed the relationship between energy and transportation and Jim LaGro, Chair of the UW-Madison Department of Urban and Regional Planning, who outlined how high-quality site-specific

infill design can be profitable for developers, recycles land, reduces sprawl and addresses un-met consumer demand for a variety of housing options. The conference wrapped up with a series of case studies of successful infill projects presented by Brian Munson, an urban designer with Vandewalle and Associates of Madison.

Urban designer Brian Munson presenting case studies at the Infill Conference.



The standing-room-only audience consisted of a diverse group of interested citizens, elected officials, city staff and development professionals. The conference was sponsored by 1000 Friends of Wisconsin, the Department of Urban and Regional Planning, UW Madison and The Aveda Corporation.

Be Well, Do Good Work and Keep in Touch

Garrison Keillor

We bid a fond farewell to Ward Lyles, Transportation Policy Director

Ward Lyles, 1000 Friends indefatigable transit advocate, is moving on to get his Ph.D. in Planning at the University of North Carolina.

Ward will be sorely missed by all of us at 1000 Friends. Ward started his work here five years ago as an intern, quickly making himself indispensable. Detail minded, insightful and well equipped with a great sense of humor, Ward artfully highlighted the inequities of the state's transportation budget. Two of his most noteworthy reports, “Exceeding the Limit” and “Where Do We Go From Here?” can be found online on our website.

While we are losing Ward, we won't be giving up on our transportation efforts. We will continue to fight excessive spending on new highways as well as continue our work promoting transit funding. We believe that some of the most important decisions regarding transportation spending will be made over the next five years. Ward has built a tremendous base for our future efforts, and we will always be indebted to Ward for his excellent work.

We wish Ward, his wife Meg and son Jonah, the best of luck in their new adventure. (Come back soon!) 🙌





LEGISLATIVE UPDATE

Lisa MacKinnon, Policy Director
Ward Lyles, Transportation Policy Director

The 2007 - 2008 Legislative Session

State Biennial Budget Updates and Action Items to Support the Stewardship Fund and Buy Local, Buy Wisconsin

State Biennial Budget News...and Action Items for Our Members!

1000 Friends of Wisconsin is following the state budget as it moves through the Joint Finance Committee and other legislative channels. We will keep you informed of future budget action via this newsletter, our website and email alerts. If you would like to sign up for our email alerts, please let us know by emailing us at friends@1kfriends.org

These are the budget issues that could use a little extra support right now:

Keep the Stewardship Fund Strong – We Need Your Help!

The demand and need for conservation lands and places to recreate is strong and will continue to increase well into the future as our population grows. At the same time, land is a finite resource that is facing increasing pressures for development and the opportunity to conserve it for future generations disappears with the passage of each year.

As the Stewardship Fund nears reauthorization, we are advocating for significantly strengthening the purchasing power of the Stewardship Fund to keep up with inflation and the rising cost of land.

We support Governor Doyle's state budget recommendation to reauthorize the Stewardship Fund at \$105 million per year from 2011 through 2020. Established in 1989 in honor of former Governors Warren Knowles and Gaylord Nelson, the Stewardship program has helped protect more than 475,000 acres of high-quality recreation and environmentally-sensitive land in Wisconsin. These lands are available to the public for hunting, hiking, fishing, camping, wildlife viewing and other outdoor activities in 71 of the 72 counties of Wisconsin.

This increase and reauthorization of the Fund ensures the continued success of this invaluable program by increasing its purchasing power to keep pace with rising land prices and the demand from tourism and development pressures. A strong Stewardship program will maintain Wisconsin as a national leader in protecting valuable state lands for future generations.

Joint Finance Committee Approves Stewardship Fund Reauthorization

On Friday, June 8th the Joint Finance Committee approved the Governor's recommendation for reauthorization of the Stewardship program at \$105 million. There was a motion by Representatives Meyer and Rhoades to not reauthorize the program, but that failed by a vote of 7-9 (Democratic committee members plus Senator Darling opposed the motion to not reauthorize the program). A motion on Stewardship land management also passed, authorizing DNR to contract with non-profits, land trusts and private companies for land management.

Here is what you can do RIGHT NOW to keep the Stewardship Fund working for future generations:

Contact your lawmakers about the Stewardship Fund if you have not done so already. It is critical that legislators hear from Stewardship supporters as soon as possible.

<http://waml.legis.state.wi.us/>

For tips on communicating with your legislator, visit 1000 Friends' Government and Policy webpage: http://www.1kfriends.org/Government_and_Policy/Govt_&Policy.htm

For detailed information on the Stewardship reauthorization effort and advocacy, visit Gathering Waters Conservancy's Stewardship Fund advocacy page: http://www.gatheringwaters.org/policy_stewardshipfund.php



Please act now!

How to influence Forest Sustainability in Wisconsin
See page 13

The Buy Local, Buy Wisconsin Program

This Important Program Needs Your Legislator's to Move Forward! Call or Write Today!

Our food travels an average of 1,500 miles from farm to kitchen. Buy Local, Buy Wisconsin is an innovative state program that will increase access to fresh, local food and open the door to the land use and transportation benefits that come from supporting a local economy. Buy Local, Buy Wisconsin is good for economy and our health.

Background: Buy Local, Buy Wisconsin

Wisconsin lacks critical infrastructure and resources, including processing, distribution and marketing expertise, that's necessary to expand regional food markets and increase the amount of fresh, locally produced food in our schools, grocery stores and restaurants. The Buy Local, Buy Wisconsin program will address these barriers by providing financial and technical assistance resources aimed at:

- Developing, expanding and enhancing regional food markets for Wisconsin producers and processors
- Increasing consumer awareness and access to high quality, locally produced foods
- Expanding regional agricultural tourism in Wisconsin

Through the program, DATCP will offer technical assistance and a competitive grants program to farmers, community organizations, nonprofits and businesses to develop regional food markets. The program budget is \$550,000 annually, including \$225,000 in grants.

Contact Joint Finance Committee Members!

Senator Julie Lassa introduced legislation to create the Buy Local, Buy Wisconsin program (SB 89). Over 30 Senators and Assembly members, including 5 members of the Joint Finance Committee, are co-sponsors of the Buy Local, Buy Wisconsin bill. In March, the bill passed unanimously out of the State Senate Economic Development Committee but it needs funding to succeed! Now is the time to contact your legislators to ask them to support for an amendment to fund the Buy Local, Buy Wisconsin program.



1000 Friends of Wisconsin Works to Create Regional Transportation Authorities for Communities

1000 Friends of Wisconsin has worked with a number of allies, including the Wisconsin Alliance of Cities in developing a proposal for legislation allowing Wisconsin communities to create Regional Transportation Authorities (RTAs). RTAs will allow communities more local control over funding for transit, as well as enhance coordination among communities, thereby allowing better regional transit service.

The proposal will give communities a range of options for creating RTAs, including through referenda and either majority or 2/3 votes by the governing body of the local government opting to join the RTA. A key aspect of the RTA legislation is that it will allow communities to collect up to one-half cent in

sales tax in order to provide a stable funding source and take pressure off of property taxes. Regions across the state, including the La Crosse area, the Fox Valley and Dane County, are interested in creating RTAs, one of which was created through Southeastern Wisconsin-specific legislation a few years ago as part of the effort to establish the Kenosha-Racine-Milwaukee commuter rail service.

Joint Finance Committee Transportation Action

The Legislative Joint Finance Committee took action on a set of key transportation issues the last week of May. Or, more accurately, it took non-action as nearly every major proposal set forth failed to pass on an 8-8 vote, split exactly down party lines.

As a result, the budget moves forward with the Governor's original proposals largely intact. His budget includes modest (2%) increases for transit that will likely fail to meet rising costs and result in fare increases and service cuts, just when massive increases in transit service are needed. Meanwhile, hundreds of millions of dollars in additional spending on highway expansion, including the Zoo Interchange and I-94 North-South from Kenosha to Milwaukee, will move forward. Also, in one of its few modifications to the Governor's budget, the committee did add in \$40 million to expand Highway 51 from two lanes to four lanes in Dane County.

Two other key consequences of the Joint Finance Committee's inaction include: 1) the opportunity to develop commuter rail in Southeastern Wisconsin (the KRM project) may disappear because the proposed rental car fee was not passed and there will be insufficient funds to move the project forward and 2) regions across the state will not be able to stabilize and expand their transit systems because the committee failed to give local communities the power to form Regional Transit Authorities to coordinate and fund transit.



Non-Budget Legislative Item: 2007 Comprehensive Planning Grants Awards

The Department of Administration recently announced that it had awarded \$2 million in planning grant funding to 12 out of a total of 32 applicants for 2007. These 12 grant recipients represent 145 counties, cities, villages, and towns with a cumulative population of over 350,000 people. These communities will join the other 964 communities across the state that have been awarded state planning grants to develop comprehensive plans.

For more information on the 2007 Grant Awards, please see the Department of Administration website: <http://www.doa.state.wi.us>

The Wisconsin Department of Administration will host a series of comprehensive planning grant workshops this summer for communities interested in applying for 2008 grants.

Atkinson Diet

Ft. Atkinson on low-carb(on) diet

Beth Gebred

Something interesting is happening in Fort Atkinson, Wisconsin. This city of 10,000 people is wrestling to do more than sign resolutions about climate change. They want some action. Kitty Welch, who is a member of the City of Fort Atkinson's Ad Hoc Climate Protection Committee, responded by starting an on-line educational campaign, with support from the non-profit citizen's group, Heart of the City.

This is how the Atkinson Diet was born. Like the Atkins Diet, which it parodies, this, too, is a low-carb diet, with a twist. Instead of carbohydrates being monitored, Welch invites people of Fort Atkinson to monitor their carbon dioxide emissions. Carbon dioxide, along with methane, is one of the leading culprits in the atmosphere that is causing global warming. And Americans, even those living in pleasant burbs in Jefferson County, are spewing more per capita than any other citizens on earth.

Welch, co-owner of the Café Carpe, Fort Atkinson's long-time music club and café, is a full-time conservationist and skinny person. So when she asks diners if they care to join her on the Atkinson Diet, it inevitably draws a gasp of disbelief, "You are on a diet?"

It is then that she explains what has been uppermost on her mind since serving on the city committee. "Global warming is one of the most important and urgent issues of our time. I feel that we must get this before the public as often as we can, and anything that reminds them of the importance of their taking action to reduce their impact is valuable," Welch said.

"I had this idea. I wanted something that would involve the whole city and make people motivated to change in a way I thought was really important," she said. "I heard the idea of cities going on a regular diet, and I thought why not have the city go on this low-carbon diet that I'd be reading about?"

"The basic concept is that each of us in our daily lives contributes to the global warming problem

through our carbon dioxide emissions – from every kilowatt of electricity we use, every mile we put on our car, from producing and transporting everything we consume. We followed the design of similar plans using some simple steps people can take to change their daily habits that will reduce their emissions," Welch said.

Welch, along with Cynthia Holt and artist Jeremy Pinc, have designed a website www.theAtkinsonDiet.com, for Heart of the City. On this website, people are asked to follow the outlined four-week plan of changes and be part of the city-wide effort to lower emissions. If they come up with innovations of their own they are encouraged to leave their footprint on the site by sharing it on a tips page. Calculations for how much carbon dioxide is kept from the atmosphere by performing certain actions, such as carpooling and reducing home energy usage, can be found on the website.

"I read a few different articles that explained the mathematic principles behind these calculations," Welch explained. "They say for every gallon of gas used, for example, about 25 pounds of carbon dioxide is released into the atmosphere. For each kilowatt of electricity used, about 2 pounds of carbon dioxide are released.

The idea underlying the whole Atkinson Diet is to spur discussion among people about the need to take global warming seriously – and personally. I guess I am an optimist in the sense that I have faith that humanity will change and together we can make a difference," she said.

"While many of us are already taking conservation steps in our own lives, I think it is better if we work as a community. People feel their efforts are more valuable if they're part of something bigger. By making a really serious topic more playful, we hope to get more people on board. The "diet" gives us all a format to talk about the things we worry about, without sounding preachy," Welch said.

For more information on joining the Atkinson Diet, drop by the Café Carpe to talk with Welch, or see the website, www.theAtkinsonDiet.com. Heart of the City, the group sponsoring the Atkinson Diet effort, meets on the second Monday of every month in downtown Fort Atkinson. Meetings are free and open to the public. Refreshments, even those loaded with carbohydrates, are sometimes available. For information about Heart of the City, see www.heartofthecity.us or call 920-563-0416. Don't forget to consider carpooling or walking if you decide to attend.



Step It Up Group in Fort Atkinson

1000 Friends Board Profile

Patrick Gallagher

Patrick Gallagher co-founded Siegel-Gallagher and is head of the firm's Investment Properties Group. Siegel-Gallagher, with offices in Milwaukee and Madison, has 15 commercial real estate brokers and property management, construction and maintenance oversight on over 3 million square feet of office, commercial and multi-family space.



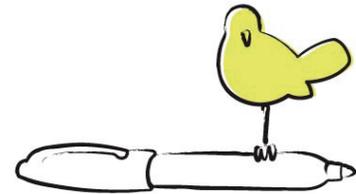
"I grew up spending most of my free time in the outdoors, roaming through woods, climbing trees, swimming or skating, camping under stars and enjoying the wonders of nature. I now live in an urban setting where my family enjoys the energy, conveniences and camaraderie associated with a livable community. My children can walk to school on sidewalks, friends easily meet in impromptu or planned gatherings and neighbors are quick to assist with chores and childcare. I appreciate both city and country and know that as our population grows and strains our natural world, it behooves us all to make thoughtful development and transportation choices that enhance the places we live and protect the places we don't. 1000 Friends is helping us make smart choices now that have significant long-term consequences."

Patrick's other interests include alpine skiing, mountain biking, and kayaking. He and his wife Molly have 4 children (3 daughters and a son).

Special Thanks!!

Once a year, the Knupp-Watson advertising, marketing and public relations firm offers 24 hours of love and advertising to some of Dane County's most deserving non-profits. This year 1000 Friends was chosen to participate in the 24-hour Goodstock marathon bringing together art directors, media strategists and non-profits to create fully realized marketing plans and projects.

The creative and energetic Knupp-Watson team - wearing cool matching red and black bowling shirts - worked through the night to help us redesign our website. Kevin Pomeroy, who acted as our liaison, not only learned a lot but had a great time doing it!



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New Feature - Donate Online!

We have just added a new feature to our web site - a **DonateNow** button. This button enables visitors to our web site, www.1kfriends.org, to donate online, instantly! Our **DonateNow** button is a major step forward into the growing world of e-philanthropy.

We are very excited because it offers a safe and easy way for our current supporters to contribute to our work and the ability to reach new supporters. It is the lowest cost, most secure way to make a donation using a credit card.

All donations are processed by Groundspring.org, utilizing the newest secure technology developed for e-commerce to ensure that a donor's information is kept private and secure.

Be sure to check out our new **DonateNow** button at www.1kfriends.org



You Have an Opportunity to Influence Forest Sustainability in Wisconsin

1000 Friends of Wisconsin Policy Director Lisa MacKinnon has been invited by the Wisconsin Council on Forestry to be a member of the Wisconsin Forest Sustainability Framework Advisory Committee. The role of the committee in 2007 is to recommend a set of criteria, indicators and metrics for the protection and sustainable management of Wisconsin's forests to the Wisconsin Council on Forestry.

Public comments are invited during this process. To submit public comments for consideration or for more information please visit the Wisconsin Council on Forestry website at: <http://council.wisconsinforestry.org/framework/comment.php>



Around the State

Sustaining the Wisconsin Landscape: Biofuels Challenges & Opportunities

Steve Hiniker and Lisa MacKinnon presented at the *Sustaining the Wisconsin Landscape: Biofuels Challenges and Opportunities* conference held at the Monona Terrace on April 20th. 1000 Friends of Wisconsin was one of the sponsors of this well-attended statewide conference, the first annual Nelson Institute Earth Day Conference, which was a broad-ranging discussion of the conservation implications - pro and - con of Wisconsin's rapid expansion of biofuels production. Steve Hiniker participated in a panel on Sustaining Wisconsin's Landscape moderated by 1000 Friends' Board President, Steve Born. Lisa MacKinnon presented on *Community and Regional Scale Bio-Energy Projects as Part of a Larger Sustainability Objective: Some Swedish Models* in the session on Community-Scale Bio-Energy Projects with Jamie Derr from Great Lakes Biofuels. To learn more about the conference or to view copies of conference presentations and materials please see: www.nelson.wisc.edu/outreach/biofuels/



Wisconsin Planners & Landscape Architects Hold Annual Conference

1000 Friends' Planning Director, Kevin Pomeroy, and Policy Director, Lisa MacKinnon, participated in the annual conference of the Wisconsin State Chapters of the American Planning Association (WAPA) and the American Society of Landscape Architecture in Milwaukee on May 15th and 16th. Kevin hosted the 1000 Friends of Wisconsin information and publications table and Lisa co-presented a seminar with co-authors Sherrie Gruder and Anna Haines on *Toward a Sustainable Community: A Toolkit for Local Government*, which was recently published by UW-Extension. (See the sidebar on the following page for more information on the toolkit.)



Kevin Pomeroy at WAPA Conference

Public Transportation Day at Capitol

1000 Friends participated in Public Transportation Day at the State Capitol on Wednesday, May 23rd. Organized by the Wisconsin Urban and Rural Transportation Association (WURTA), the event included informational displays, a press conference and a ceremony highlighting the importance of transportation in Wisconsin. It was coupled with a Senate Committee on Transportation, Tourism and Insurance informational meeting on proposed Regional Transportation Authority (RTA) legislation. 1000 Friends' Executive Director Steve Hiniker spoke in favor of RTAs, which will give local communities increased control of the funding and coordination of transit service. We are currently working with WURTA, the Wisconsin Alliance of Cities, AARP Wisconsin and numerous other allies to move RTAs forward statewide.

And Out of State



Building the Future Conference in Washington D.C.

Lisa MacKinnon co-presented on *Emerging Sustainable Communities in North America: How Lessons from the Swedish Eco-Municipalities Have Influenced a New Movement* with Cindi Contie, Volunteer Sustainable Development Coordinator for Sustainable Pittsburgh. The conference was attended by a diverse group of representatives from Swedish and American business and industry, government and non-profit groups. The conference was co-hosted at the House of Sweden in Washington, D.C., by the Swedish Trade Council, the Swedish Embassy, The Swedish Energy Agency and Sida (the Swedish International Development Agency). For information on the conference or to view conference presentations, please see: <http://www.swedishtrade.com/environment/>



Panelists at Swedish Trade Conference

Interested in learning more about the next Sustainable Sweden Eco-Municipality Study Tour and International Eco-Municipality Conference? Dates will soon be set for the next tour and conference. Tentative dates are late May or early June 2008. If you or someone you know is interested in receiving more information about this tour and conference, please call or email U.S. tour contact, Lisa MacKinnon, at 608/259-1000 x 107 or Lmac@1kfriends.org



Quotes from News Stories about 1000 Friends

No car? It's hard to get there from here.

Capital Times, June 12, 2007

Rob Zaleski

So you've sold your car and are relying on your bike and the Metro bus system as your personal contribution to the fight against global warming. But now you want to visit an old college chum in Rhinelander.

What are your public transportation options?

Rather bleak, it turns out.

You could take a Greyhound or Badger Bus to downtown Milwaukee and switch to a Lamers Lines bus, which would get you to Wausau in about five hours. But then you'd have to rent a car, take a cab or -- if you're the trusting sort -- hitchhike to cover the final 56 miles.

You could also fly to Central Wisconsin Airport near Wausau, with a stop in Milwaukee, for \$300 or more. But you'd still be on your own once you get there.

And it's not just getting to Rhinelander that's a headache. There is no direct bus, train or plane service from Madison to Green Bay, Door County, the Fox River Valley, Stevens Point, Bayfield, Superior and dozens of points in between.

And, as I've noted in this space before, if you don't own a car and want to travel from here to the Twin Cities, you've got four public transportation options, none of them good: Greyhound or the Jefferson Lines bus, both of which make numerous stops along the way; Northwest Airlines, at a cost of about \$400 round-trip; or Amtrak out of Columbus, which has just one train each way per day and costs \$117 round-trip.

Ward Lyles, transportation policy director for 1000 Friends of Wisconsin, had long suspected the options for traveling around the state without a car were dismal. But he didn't realize how dismal until he and Dan Cornwell, a retired University of Wisconsin chemistry professor, and map specialist Jim Cory began working on a comprehensive public transportation guide about six months ago.

"I shouldn't have been shocked, but when you put (the options) on a map, in one place, it is shocking," says Lyles, whose finished product -- which includes all the various routes and transfer points, plus contact information -- was released at the Capitol last month and is now available on the group's Web site www.1kfriends.org.

Department of Transportation Secretary Frank Busalacchi was so impressed with it that the DOT is putting together a similar guide (visit

www.dot.wisconsin.gov/travel/transit) that it plans to update on a regular basis.

"Which we see as a positive thing," Lyles says, "because they're the repository for a lot of this information. We're not built to do that."

Actually, it was Cornwell, a founding member of 1000 Friends of Wisconsin, who came up with the idea for a one-stop information guide. Cornwell suffers from macular degeneration and, as a result, can no longer drive. And while it hasn't stopped him from traveling, Cornwell says he often becomes frustrated trying to find out "what bus and train routes are available, and do any of them connect to an airport I can get to?"

A one-stop guide made perfect sense to Lyles. And with all the concern about global warming and skyrocketing gas prices -- and with tens of thousands of Baby Boomers easing into retirement -- what better time than now to create such a resource, he concluded.

Still, though he believes the guide will be especially valuable for students, the disabled and retirees, Lyles says it also verifies what environmentalists have been saying for years -- that Wisconsin's public transportation system is stuck in the Dark Ages. (The lone exceptions: bus and plane service linking Madison with Milwaukee and Chicago; and bus, train and plane service between Milwaukee and Chicago.)

Lyles points out that transportation is responsible for about 28 percent of all carbon dioxide emissions in the state.

"How are we going to make a dent in that," he asks, "with an inter-city travel system that looks like this?"

Lyles says his big hope is that elected officials throughout the state take a few moments to check out the guide (or the DOT's version). If they do, they'll immediately realize, he says, how inadequate the present system is. Then perhaps they'll start pushing for high speed rail between Milwaukee, Madison and the Twin Cities and ways to expand and improve the bus system.

Imagine the possibilities, Lyles muses. Imagine how less congested I-90/94 would be every summer if there was first-rate train and/or bus service from Chicago and Madison to Wisconsin Dells. And, along with it, shuttle buses and car-sharing services that people could utilize once they got there.

"There are a lot of cool models out there for how we can do this," Lyles says.

Granted, this guide is just one small step, he adds.

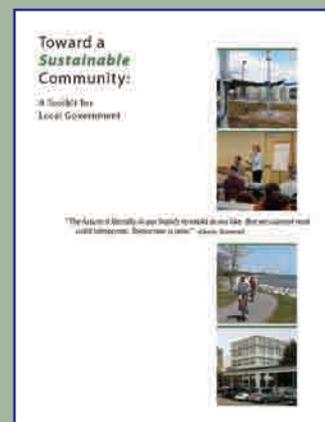
"But it's a start."

Now Available!

"Toward a Sustainable Community: A Toolkit for Local Government"

A University of Wisconsin Extension publication co-authored by UW-Extension agents, Sherrie Gruder, Anna Haines, Jerry Hembd, Jane Silberstein and 1000 Friends of Wisconsin Policy Director, Lisa MacKinnon, was recently published and made available to the public.

The purpose of this toolkit is to provide ideas and descriptions of specific actions that a local government can take to transform itself into a model of sustainable practices. These are practices that can result in cost savings and increased employment, as well as enhance environmental quality and community well-being. The message of this toolkit is simple: local governments can lead by example.



The toolkit is posted on the UW Extension Solid and Hazardous Waste Education Center website at www.shwec.uwm.edu/sustk along with a companion live links document (more easily updatable) at: www.shwec.uwm.edu/sustklinks

There are limited hard copies available for purchase. For a copy of the toolkit brochure or more information go to: <http://www.1kfriends.org/documents/SustCommunityToolkitBrochure.pdf>





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 In Memory of James Grootemaat from Emily Earley

