

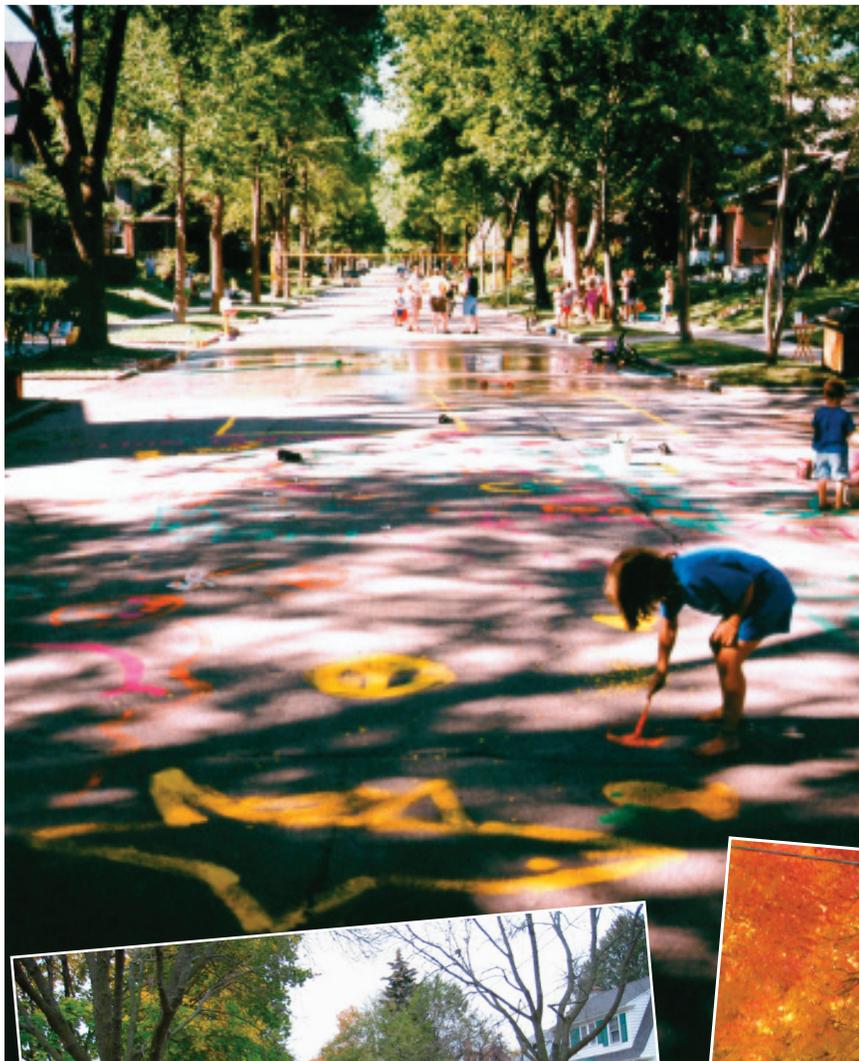
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1000 FRIENDS OF WISCONSIN

# LANDSCAPES

Volume 12, Number 2

Fall 2008



**Great Neighborhoods**

*Are For Everyone*

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# 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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Years ago, I asked the 95 year old grandfather of one of my closest friends, "What was the biggest change that you have seen in your life?" Since "Pops Dean" had lived through an amazing century of technological advances including the invention of the airplane, the birth of both radio and television, rural electrification (he grew up in rural Pennsylvania), the development of the interstate, and man's trip to the moon, I was amazed at his instant response.

"That's easy," he said. "Air conditioning."

He went on to explain just how important his sense of community was. Neighbors were friends that made a tough life in the depression bearable. Neighbors kept crime down by being outside and watchful. Sitting on the porch on a hot summer evening watching fireflies glow was a wonderful part of life. His neighborhood was strong and a very important part of his life.

So he explained, "When people got air conditioners, they stopped sitting outside. It was like the whole neighborhood disappeared." It was the biggest change in his very long life.

Today, most new neighborhoods are developed in ways that "Pops Dean" would abhor. Even if the air conditioners are turned off, there is little in the physical design of most new neighborhoods that would bring people together. Houses that sit in the middle of a 1 1/2 acre lot (the average new residential lot size in southern Wisconsin) do not invite conversations on the porch (if there is one).

Too many new neighborhoods are little more than a scattering of houses connected to the each other only by roads. Sidewalks are often not wanted because people don't walk in these neighborhoods.

Streets are straight and very wide, sending a signal to the driver that speeding is OK. Pedestrians and bicyclists are not welcome in the typical new suburban neighborhood.

Total reliance on the car has driven walkable destinations away. Any errand, ranging from picking up a newspaper or getting a cup of coffee to visiting a friend or going to a restaurant depends on the automobile. The hard evidence of our increasing reliance on the car is backed up by the numbers: Wisconsinites drive twice as many miles per capita today than they did in 1970.

Today there is a strong movement to bring back traditional neighborhood design. Sidewalks are back. So are narrow streets that slow cars. Houses are closer together, inviting a sense of community. With higher density, local coffee shops, markets and other amenities can thrive within walking distance of homes. Transit becomes a possibility when there is a high concentration of potential riders.

All of this leads to less driving and lower emissions of greenhouse gases. It also helps reduce sprawl by reducing the amount of land needed for residential development.

This issue of Landscapes focuses on the renaissance of great neighborhoods and what they mean to the future of Wisconsin.

*Steve Hiniker*



# Great Neighborhoods

## *Good For Everyone*

Excerpted from “Great Neighborhoods: How to Bring Them Home”

### Great Neighborhoods Are For Everyone

Real estate brochures often portray the American Dream as owning a large, single family house on a large lot. For many families - particularly couples with children living at home - a large house on a large lot will remain the dream. But households consisting of married couples are a shrinking part of Wisconsin’s demographic. Other households have different housing needs and desires. Real estate professionals, homebuilders, developers, and demographers are learning that Americans have a wide array of dream homes.

For example, some families choose smaller houses with less private space but located in a neighborhood with high quality public spaces. Some empty nesters may want a townhouse that is easier to maintain and that is closer to shopping and cultural activities. Singles and younger couples without children may seek an apartment close to restaurants, nightlife and recreational activities. Elderly people may want to be within an easy walk or transit ride to frequent destinations. And a growing number of adults live by themselves or with other unrelated people in a variety of housing and neighborhood arrangements.



Great neighborhoods offer many or all of these housing choices in a mix of rental, owner-occupied, and owner-occupied with rooms to rent. A mix of housing types allows family and friends of different ages, incomes and housing arrangements to live in the same neighborhood.

In contrast, conventional subdivisions separate each of these housing types into their own separate section. Travel to just about any destination requires the use of a car.

### Great Neighborhoods Offer Parks and Open Spaces Within Walking Distance of All

Parks and open spaces provide important places for neighborhood residents to play, gather, meet, and relax. Subdivisions often locate parks in a separate section accessible primarily by car.

Great neighborhoods integrate smaller parks and open spaces within an easy walking distance of homes. Nearby neighborhood parks mean that children and others can walk to them as part of daily activities. Homes facing the parks allow neighboring residents to keep an eye on things, which increases safety. Compact neighborhoods with attractive, walkable streets and on-street parking mean that local parks can accommodate festivals and large gatherings without the need for extra parking lots.

### Great Neighborhoods Give People Transportations Choices

Great neighborhoods are built to give equal access to a variety of transportation modes: walking, bicycling, and transit, in addition to driving. Many trips people make – such as shopping, dining out, playing in a park and visiting friends – are fairly short distances. Great neighborhoods connect people to nearby destinations with a network of safe and attractive streets, short blocks, and accessible sidewalks.



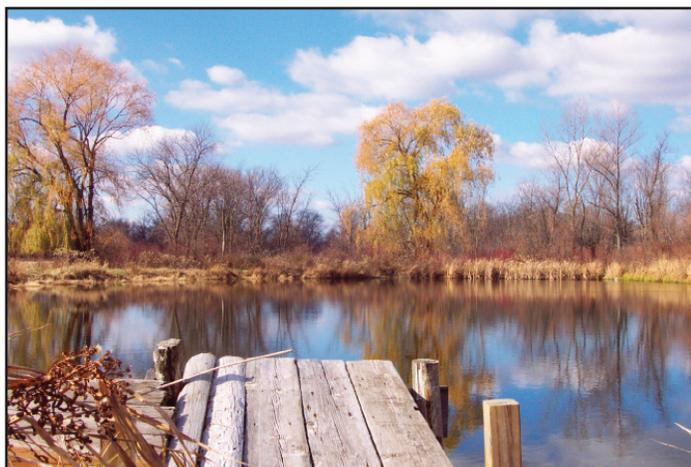
Through more compact design, great neighborhoods make transit service more viable. To attract needed riders, transit requires a relatively high of concentration of potential riders within an easy

walk of a transit corridor. Conventional subdivisions usually spread people out too far to be efficiently served by transit. By mixing housing types, great neighborhoods are compact enough to make transit more economically feasible.

Replacing some car trips with walking, bicycling or transit can reduce auto congestion and pollution, and increase physical activity, social interactions and a healthier lifestyle.

## Great Neighborhoods Preserve Land and Natural Resources

Because great neighborhoods typically use less land for housing than do conventional subdivisions, they can allow more land to be preserved as natural areas such as wetlands, woodlands, or hillsides. Preserved natural areas can capture stormwater in the neighborhood where it can recharge underground aquifers.



## Great Neighborhoods Retain Value

With many housing and transportation choices, quality and accessible public and open spaces, and diverse populations, neighborhoods often retain their value over time.

The recent decline in real estate values has hit the outer ring suburbs the hardest while some urban areas have seen little, if any decline in value.

Evidence indicates that people place higher value on homes in great neighborhoods than on comparable homes in conventional subdivision. Comparisons indicate that homes in great neighborhoods sell for 5 to 30 percent more than comparable homes in conventional subdivisions.

## In Summary, Great Neighborhoods Make Great Cities, Villages and Hamlets

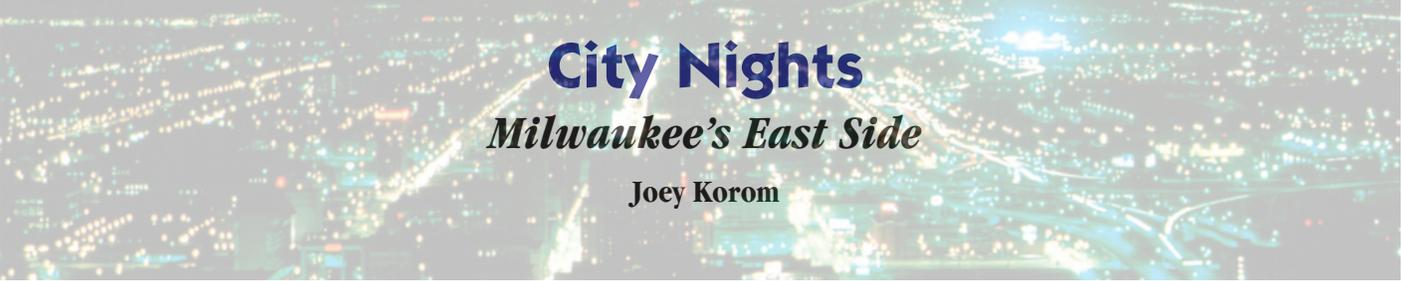
Great neighborhoods are:

- Diverse – providing housing choices for a wide range of people and families;
- Walkable – offering walkable destinations, pleasant streets that accommodate pedestrians and bicycles as well as motor vehicles;
- Compact – allowing natural areas, environmental features, and open space to be preserved and shared by all residents;
- Safe – built with streets designed to slow traffic, buildings fronting streets and parks to increase “eyes on the street,” and more people in the public spaces to increase a sense of safety in numbers; and
- Attractive – designed with human scaled buildings, streets, parks and civic and open spaces.



These qualities can describe neighborhoods in cities, villages and hamlets. City neighborhoods will tend to be larger, hold more people, have more multi-family housing, and will support more commercial spaces. Village neighborhoods will tend to operate on a smaller scale in each of these respects, and hamlets on a yet smaller scale than villages. From small hamlet to city neighborhood, great neighborhoods can be diverse, walkable, safe and attractive.





## City Nights

### *Milwaukee's East Side*

Joey Korom

A hazy summer night here is like the cup of coffee I order on the corner – it's black, steamy, and too hot to hold. When I walk to my coffee shop, I pass coeds with hoop earrings, and bright lips. I see the highest high heels, and in my head I critique the retro outfits of the rich and trendy. Some residents of my neighborhood have dreadlocks, some have forelocks, and some flaunt the spikiest of spiked hairdos – purple even. Elsewhere, people look oddly bland to me.

There's a restaurant I go to that has a hard laminate counter, hard round stools, and soft round waitresses. After I step off my elevator, I walk a little bit and then I'm there. It's a place with newspapers and local gossip rags stacked on a bench, near to old men with unkempt beards, shabby hats, and jackets with tavern ads; university students huddle at tables, backpacks on the floor and strong coffees in hand. The young waitress is a very black woman with very white teeth, who, when she laughs, makes the old white men on stools laugh too; it's a strange type of laugh where the old guys' cigarettes bob precariously between their lips. This place never closes, it always smells like fried onions, and it offers chicken soup that's never been near a chicken (it's always lukewarm, with chewy noodles). The most delicious French fries in North America can be had here, they're piping hot with lots of salt, and when I bathe them in ketchup – I'm in heaven. The orchestra in the kitchen, with banging pans and loud slamming sounds, often drowns out the latest releases of Roy Orbison and Jackson Browne, and that's okay. This is part of my neighborhood.

Strolling on warm foggy nights, where apartment walls meet the sidewalk, I smell the scent of vented clothes dryer sheets. This is a flowery, pleasant smell revealing it's someone's wash night, and it's common where I live. Then, from nowhere, a Lake Michigan breeze happens – you know that damp, “watery smell,” it's the type I take a deep breath for. Dodging bicyclists and joggers, I cross the street. Spicy, foreign smells tell me I'm close to my Thai café, a place where I regularly request Squid Pad Prik – rubbery seafood with zesty vegetables. You must try this.

I often enter my “calorie emporium” – it's on the next block west of my home. This is a tiny place, under neon lights, with floor to ceiling windows and four chairs. Most locals eat at the sidewalk tables, away from the noisy frying sounds. In winter, they stand inside and talk loud. Polish sausage and bratwurst, the types that snap and squirt when bitten, are this place's specialty. “Chicago Style” they call it – a chewy bun with greasy sausage and heaps of sauerkraut, peppers, onions, mustard, and relish. Giant pickles, too, are served by hairy men with far-away accents, tattoos, and large brown eyes. You should eat here.

During early summer nights, babies are out in force, bare feet pushed forward beyond stroller straps. Toothy grins and proud parents sprinkle the sidewalks reminding “empty nesters” of former rituals. These buggy-pushers, always in designer sneakers, occasionally appear with dogs in tow. It's exercise for all. Sometimes I stop and chat, but always, I smile. I remember the rituals.

Evenings at “my” street corner find groaning buses vying to be first through the intersection, challenging tiny, new cars – shiny things, expensive things; shiny things always win, the buses are too slow. Lights high in the tall condo buildings mark the living rooms of my neighbors. Through hundreds of big windows I can sometimes see their televisions flicker in unison. Tunes blare from open cars and music floats from old ethnic restaurants and trendy clubs. Many sounds last well into the morning, just like the crickets' song – yes, I hear crickets. These things are part of my neighborhood.

City nights are pure theater, and they're just a tiny part of what makes my neighborhood very special. My neighbors manufacture the atmosphere, the romance, and the sheer delight to be found where I live. It's the human drama that's the most important part of my neighborhood, and I suppose, too, the smell of black, steamy coffee. It's my neighborhood, I own it all. Visit.

# Greater Milwaukee Riversheds

## *Utilizing Green Infrastructure Practices*

**Kate Morgan**

*1000 Friends Project Manager for Land Use/Water Quality Project*

Through the summer and fall I've had the opportunity to travel throughout the Greater Milwaukee River Watershed and learn first-hand about many exemplary projects that are protecting our rivers and streams from stormwater pollution. These innovative projects form the basis for an upcoming publication that will highlight some of the people and organizations who are taking the lead in employing green infrastructure.

The green infrastructure practices mimic and employ the natural processes of soil, plants, wetlands and open space for stormwater management. These processes capture, detain, filter, and infiltrate rain on the site where it falls before it enters receiving waters or pipes. They consist of both structural and non-structural approaches. These include green roofs, stormwater trees, rain gardens, vegetated swales, filter strips, pocket wetlands, porous and permeable pavements, wetland restoration and reforestation, protection and enhancement of riparian buffers and floodplains as well as harvesting rainwater for reuse with rain barrels and cisterns.



We've chosen projects from rural, suburban, urban, and lakefront settings that tell the story of the positive impact of these practices on our waters from the



headwaters to Lake Michigan. Ultimately, these stories are about the relationship of land use and water quality and quantity. The use of green infrastructure practices reflects a new understanding of that interface. The projects selected also illustrate how green infrastructure practices are implemented at various scales – site, neighborhood, region, and watershed. They are adaptive by nature; designed to fit the area where utilized. They can address localized problems or can be applied in a wider management strategy.

I've interviewed a variety of people connected to the projects and learned about the practices from their point of view. These spokespeople have been as diverse as the projects themselves – a

farmer, project manager, engineer, scientist, executive director, land owner, village manager – to name just a few.

The stories that emerge are not simply about stormwater. They also speak about the importance of forging partnerships, of new ways of thinking, of valuing environment processes, of unanticipated benefits, and of reconnecting communities to their watersheds.

We hope that through this publication and presentations we can spur interest in green infrastructure and start conversations that will lead to wider adoption of these practices. We look forward to sharing the publication with you in the near future. This project has been generously supported by the Joyce Foundation and the Metropolitan Milwaukee Sewage District.



# Peggy Barrett

## *Motivated By a Great Neighborhood*

Barb Irvin

Peggy “Mumford” Barrett moved to her eastside Madison neighborhood in June 2003 from Leavenworth, Kansas. She chose Madison to be closer to her son and daughter-in-law.

Peggy, 75, had been living in a 1960’s split-level 3000 square-foot house and had to drive everywhere – the nearest store was two miles away. She walked her dog around the neighborhood but was uncomfortable walking much more than a quarter mile. She knew her neighbors, though not well. Most of her other friends had left Leavenworth. When she was bored, she might drive to Kansas City or to the shopping mall.

Now – she lives in a 1920’s bungalow turned two-flat. She lives in less than a third of the space she had before but loves the fact that it is more manageable. The surrounding area has a diverse mix of ages (there are 4 generations living next door and a family with teenagers on the other side). The neighbors include Peggy in their events – sometimes she is three times the age of the other guests. They bring her fresh-picked strawberries, flowers, pizza. Her upstairs neighbors who are in their 20’s have become great friends, too.



She’s often seen tapping her toes at her daughter-in-law’s rock’n roll concerts. In fact, shortly after moving to Madison, she celebrated her 70th birthday at a concert in the dank, dripping, old foundry that is now home to the beautifully renovated Goodman Community Center where Peggy goes for noon meals with other seniors. She also walks to the Wil-Mar Community Center where she goes for meals and monthly outings, which have included a pontoon ride, apple orchard trip, and a tour of the local hospice facility.

Peggy sold her car and now walks everywhere – nearly all the services she needs are within a ½-mile radius (though she has been known to walk all the way to downtown, about 2 miles away). There are two grocery stores (one is only two blocks away), her hairdresser,

a drug store, the bank, a hardware store, coffee shops, and lots of restaurants. Many of the establishments she frequents know her by name. Even her dentist is in the neighborhood. Unfortunately, her medical clinic moved from the neighborhood but she is on several bus routes so she can easily take the bus to get to the doctor. She also rides the bus to visit the shopping mall.

All that walking has made a huge difference in her health. She lost 35 pounds with her new lifestyle, without changing her diet. Her cholesterol is within accepted limits and though she takes medication for blood pressure, it is now controlled within the normal range



whereas before it was still high even with the medicine. She is more flexible, has a lot more energy and now can’t wait to get out walking. She likens it to a “runner’s high.”

She meets lots of people when she is out walking. Now when she feels

down, instead of hopping in the car, she goes for a walk and maybe sits at the park on the lake nearby for the meditative experience. Peggy says, “In the grand scheme of sunset living I am blessed with the circumstances of living in this area.”



Photos courtesy of Barb Irvin

# Godfrey & Kahn Transit Policy

## *Green Office Policy - Good For Business*

**John Clancy**

*Partner, Godfrey & Kahn Law Firm and 1000 Friends Board Member*

I am very proud to be a board member of 1000 Friends. I am also proud to be a partner at Godfrey & Kahn (G&K), one of the larger law firms in the state with offices in Milwaukee, Madison, Green Bay, Appleton, and Waukesha. G&K has long worked with Milwaukee County Transit (MCT) to provide better commuting options to our employees. We also recently developed an overall green office policy, which includes the transit policy as well as several other efforts to reduce G&K's carbon profile. Our green office policy has also been great for our employees, the environment, and G&K.

Long before gas hit \$4.00/gallon, MCT has been working with employers to provide transit options to their employees. G&K works with the MCT to provide its employees with two options - one for those who use the bus once in awhile, and another that lets employees go "car-less."

Under the first option, G&K gives its employees about \$36/month in bus vouchers. This provides employees that don't necessarily want to give up their cars an incentive to take the bus whenever it fits into their schedule. Several G&K employees take advantage of this opportunity and ride the bus about once or twice a week.

The other option allows employees to purchase an unlimited pass, with G&K paying about two-thirds of the cost. This allows employees to free themselves of their daily automobile commute. It also provides flexibility, since if an emergency arises when no bus route is running, MCT provides free cab service. About 12% of G&K employees now use mass transit everyday, substantially reducing our carbon footprint.

To further reduce our footprint, G&K has implemented an overall green office policy that addresses other major sources of carbon emissions. These initiatives focus on energy efficiency, reduced paper usage and increased recycling.

In order to make sure that the firm can reduce its energy usage, it has a policy of only purchasing Energy Star® rated equipment, such as computers, printers, and copiers, to the extent they are available. The use of Energy Star® rated equipment on average saves 65% on G&K's energy usage.

The overuse of paper in law offices can be both financially costly and harmful to the environment. For example, the typical 180 lawyer law firm generally uses over 90 tons of paper per year, which results in several

hundred tons of CO<sub>2</sub> emissions. In addition, it costs almost three cents per page for printed material.

To address these concerns, G&K has a policy of having all inter-office communication occur via paperless methods whenever feasible. To further reduce paper usage, the firm is in the process of going "paperless." This means that all work will be electronically saved and filed, eliminating the need for any paper files.

G&K has taken other efforts to reduce such printing and copying to the extent feasible. For example, G&K requests that employees use double-sided printing and copying for any internal communications, as well as external communications to the extent appropriate.

G&K has also come to realize that recycling of paper, plastics, and cans can result in significant greenhouse gas reductions. For example, each pound of aluminum that is recycled reduces CO<sub>2</sub> emissions by about 13 pounds. Likewise, the recycling of a pound of office paper results in about 5 pounds of CO<sub>2</sub> reductions. For this reason, the firm has highlighted to all employees the importance of recycling all paper, plastic, glass, and aluminum whenever possible.



If you have any questions about our green office policy, please email me ([jclancy@gklaw.com](mailto:jclancy@gklaw.com)).

# Complete Streets

## *Safe and Convenient for Everyone*

**Barbara McCann**

*National Complete Streets Coalition*

Transportation planners and engineers often design the public right-of-way primarily for motor vehicle users, meaning many roads end up being unsafe, inconvenient, and even impassable for people on bicycles, walking, using wheelchairs, or taking transit. Bicycle and pedestrian planning remains marginalized in most departments, both in terms of planning and funding. Achieving goals other than movement of motor vehicles is extremely difficult in the transportation planning process.

The National Complete Streets Coalition grew out of the America Bikes effort to require that federal transportation dollars support

Once a policy is adopted, full integration of all modes requires revamping decision-making procedures, providing additional training for engineers and planners, rewriting design manuals, and establishing new performance measures.

Examples of good policies can be found in this summary: <http://www.completestreets.org/early.html>

Complete streets policies have resulted in systematic retraining of engineers (South Carolina), comprehensive new decision-making procedures (Charlotte, NC), increased funding for multi-modal



road projects that are designed as complete transportation corridors for all users. The coalition brought the national bicycle organizations together with a diverse set of interests, including AARP, the American Public Transportation Association, the Institute of Transportation Engineers, America Walks, and others. The coalition researched existing laws and policies that required complete streets and agreed on key elements of successful policies. Jurisdictions across the country are now adopting and implementing a new wave of complete streets policies.

Commitments to complete the streets have been adopted via state law, local ordinances and resolutions, agency policies, comprehensive plans, tax measures, and design manual re-writes. Regardless of the format, the best complete streets policies apply to all road projects and require high-level approval of any exceptions (more on elements of a good policy can be found at <http://www.completestreets.org/policies.html>).

projects (Oregon), and added leverage for including multi-modal facilities on specific projects (Sacramento, Colorado Springs). Complete streets policies help provide the complete network that research shows is needed to encourage people to walk, bicycle, and take transit. For example, Boulder, CO, has been building complete streets longer than most; this commitment has helped the city increase bicycle commuting (from 10.6 percent of work trips in 1990 to 20.5 percent in 2006). Studies show that cities with more miles of bike lanes per capita have higher bicycle commuting rates. Complete streets also improve safety, reduce the need for paratransit service, improve mobility for disabled people, seniors, and children, help people get more daily physical activity, and encourage economic revitalization.

Fact sheets with more information on each of these benefits can be found here: <http://www.completestreets.org/benefits.html>



# LEGISLATIVE UPDATE

**Steve Hiniker**

*Executive Director*

## Legislative Session to Reconvene in January

The legislature will reconvene in January, facing a mountain of debt that is making state agencies prepare pared down budgets. Along with the tough economic times, the legislature will likely deal with some tough issues including:

### Regional Transit Authorities

Despite record increases in ridership, transit agencies throughout Wisconsin are facing tough times because of sharp increases in the cost of gas. State and federal aids have not kept up with increases in operating costs, forcing other cuts in service or fare increases (or both).

A Legislative Council Study Committee on Regional Transit Authorities has been established to develop a legislative proposal that would allow communities to form regional transit authorities (RTAs) that would have the ability to raise local taxes to pay for transit needs. RTAs would form a dedicated source of revenues for transit operations that could allow for the first increases in transit in Wisconsin in decades.

1000 Friends of Wisconsin will be at the forefront in promoting transit improvements through the creation of RTAs.

### Global Warming Task Force Recommendations

Years of inaction in slowing the cause of global warming makes the recommendations of the Governor's Global Warming Task Force more urgent, even in tough economic times. While most of the policies recommended will actually save businesses and consumers money (because of the more efficient use of energy) many of the recommendations, such as major transit improvement, will have significant upfront capitol costs.

We will continue our advocacy for those policy recommendations related to land use and transportation.

### Smart Growth Policies

Atop the list of concerns is the January 1, 2010, statutory deadline that requires all communities that engage in zoning, subdivision regulation and official mapping make decisions that are consistent with an adopted comprehensive plan. While nearly 90% of the municipalities that are required to adopt plans have either completed their plans or have plans underway, some municipalities have not started their plans and will not be in compliance in 2010. Some of those municipalities claim that they would do plans but they have been unable to get state grants to help them undertake plans.

An extension of the deadline, with certain safeguards is under consideration. 1000 Friends of Wisconsin will work hard to make sure that any changes in the law don't weaken the law and are fair to all communities that have already created comprehensive plans.



# Regional Transit Authority

## *We Can't Afford to Rely on Automobiles*

**Fred Bartol**

*Dane Alliance for Rational Transportation*

In Wisconsin, as throughout the nation, the terms of the transportation debate are changing fast. As gas prices have skyrocketed, driving is down and transit ridership is up. People of all ages are looking for new mobility options, and regions are finding that a wider range of transportation choices is the key to quality of life and economic growth.

Until recently, simply investing in more and bigger highways seemed the essence of smart transportation policy. But the new world of \$3.00 and \$4.00-a-gallon gas—despite temporary dips in the long-term trend toward costlier fuel—is turning that conventional wisdom on its head. It's less clear that the best way to spend our next transportation dollar is on new and bigger roads, and increasingly clear that we need to focus more on getting more out of the roads we have and investing in alternatives to driving.

Wisconsin's transportation policy has yet to catch up with these new realities. The good news is that our road system is nearly built out and adequate to meet any reasonably predictable demand. The bad news is that state transportation investment still focuses too heavily on costly state highway construction and freeway expansion in a way that shortchanges local road needs, local and regional transit, and the needs of bicyclists and pedestrians.

While state funding for local transit has increased, it has not kept pace with rising transit operating costs or the emerging demand for more and better transit service. And Wisconsin still lacks a dedicated source of transit capital funding, further limiting opportunities to take transit to a new level with innovative strategies like streetcars, commuter rail and "bus rapid transit."

The challenge before us is clear: we need new priorities better suited to a new century, to new fiscal realities, and to a new transportation landscape. Emphasis needs to shift from road expansion to a more truly multi-modal approach to transportation. And above all, regions need to be given tools to meet their distinct and rapidly changing needs.

The most immediate, pressing need is to identify new dedicated sources of funding for transit. We cannot afford to rely exclusively on automobiles for commuting. Commuters need relief from the high cost of gasoline, the high cost of parking and the high cost of lost time in traffic congestion. Our cities, towns, and neighborhoods

need relief from ever-increasing traffic, endless cycles of local road repair and reconstruction, and the loss of prime development opportunities to over-pavement. And our environment needs relief from the devastating impacts of highways and automobiles on our waterways, farmland and natural areas and from mounting damage by vehicle emissions that are fundamentally changing our climate in ways that are unacceptable.

1000 Friends of Wisconsin strongly supports the creation of Regional Transit Authorities (RTAs) to fund local and regional transit systems. RTAs should be allowed to impose up to a one-half-cent sales tax to generate funds for transit. State legislation enabling RTAs should also give regions broad flexibility to establish both the RTA structures and mix of transit investment strategies best suited to their particular regional needs

The potential benefits to the community are immense. Commuters will save money in avoided costs of commuting by car. Global warming emissions can be reduced significantly by the cars not driven. Communities will be able to attract development in commercial areas that are financially stressed.



Passage of state RTA legislation will be a major focus of 1000 Friends of Wisconsin legislative work in the upcoming legislative session, and we look forward to partnering with other groups at the regional level to build strong RTAs throughout the state. We will need the support of our membership to be successful in this campaign. Please contact us or visit our website for more information on RTAs.

## 1000 Friends Board Profile



### Jean Wells

Jean has been a CPA since December of 1995. She has over 15 years of experience working in public and private accounting at various organizations in Dane and Jefferson counties.

Jean grew up on a dairy farm in Waterloo, Wisconsin. She has seven siblings and a lot of nieces, nephews as well as great nieces & nephews.

Jean's interest in 1000 Friends stems from her rural upbringing. "I am sad to see family farms disappear and be replaced with housing developments. I am very concerned about our environment and feel that it is our responsibility to safeguard our natural resources, conserve energy and be smart about the growth of cities and rural areas."

Jean is board treasurer and works with Barb to oversee our finances.

## New Bicycle Commuting Employee Benefit Available in 2009

**Cindy Van Bogaert**

*Partner, Boardman Law Firm LLP*

A new bicycle commuting benefit that may be of interest to employers thinking "green" will soon be available. Starting in 2009, bicycle commuting expenses of up to \$20 per month can be reimbursed by the employer on a tax-free basis.

Reimbursable expenses include the cost of bicycle purchase, improvements, repair, and storage, if the bicycle is regularly used for a substantial portion of the travel between the employee's residence and place of employment. The law includes limitations on timing of reimbursements as well as coordination limitations if the employer offers other qualified transportation benefits.

What should interested employers do?

- Consult with counsel regarding the details of this new benefit. If you do not offer qualified parking or bus pass programs, this may be a good time to consider those benefits.
- Prior to January 1, 2009, consult with counsel to prepare the necessary forms and employee communication materials, and to consider what plan documentation may be needed to put the benefit in place.

For more information: [cvanbog@boardmanlawfirm.com](mailto:cvanbog@boardmanlawfirm.com).



## South Central Region DNR Employees Bike/Walk Over 17,000 Miles

The fourth annual Department of Natural Resources South Central Region Bike/Walk Challenge has again been an "unqualified success" and far exceeded its mileage goal.

The eight month long Challenge ended on October 31, with most of the 45 participating employees choosing to bike rather than drive to work, while several opted to walk. The Challenge goal was increased from 10,000 to 12,000 miles in 2008 due to more region-wide participation. Cyclists and walkers had no problem meeting and surpassing that goal, reaching the objective by August. Participants eventually logged almost 17,700 miles.

Through biking and walking, participants not only avoided emitting 9.5 tons of carbon dioxide and consuming 700 gallons of fuel, but they are "more physically fit and should feel good about their contributions to reducing greenhouse gas emissions," reported Hank Kuehling, the event coordinator.

Five SCR Challenge supporters offered to make charitable contributions if the 12,000 mile Challenge goal was met and so \$750 will be divided among the Second Harvest Food Bank and other worthy charities.

# Burlinghams Host Event at Langmanor Farm

## *Sustainable Farming, Local Foods, Bio-diesel Fuel*

Board member Margaret Burlingham and her husband Tom hosted an afternoon at their farm outside of Palmyra. The Burlinghams take stewardship of the land seriously. "Top soil is the most precious resource on our farm so we plant our crops without working up the fields in order to build soil, not deplete it." Since using no-till planting they have found the soil is higher in organic matter, it's softer, water infiltrates much faster, it has a higher water holding capacity, and there is more worm activity.

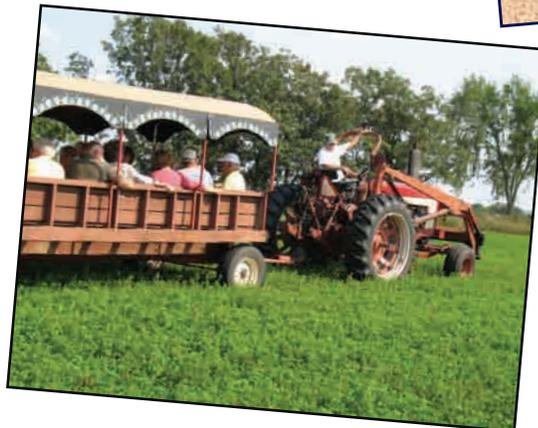
Margaret gave a tour of the rain garden, perennial garden and prairie plantings. We sampled locally grown foods, wine, and beer.



Tom demonstrated his bio-diesel making process. He collects cooking oil from local restaurants and converts it into fuel to run his farm machinery.



The beautiful sunny day ended with a hayride and tour of the farm including this radish field. The forage radishes are a cover crop after winter wheat to hold the soil over the winter. They will die eventually this winter and provide 30% of the nitrogen for the following corn crop. The rotting radishes also provide additional organic matter and loosen the soil for better soil tilth and rain infiltration, reducing runoff.



Photos - Kine Torinus

A corn box replaces the sandbox for kid's play.

*Special thanks for For donating door prizes:*

Rushing Waters Trout Farm, Palmyra  
Vitro Winery, Concord  
Prairie Hill Farm, Palmyra for eggs from pastured chickens.

Thanks to Tom & Tracy Novak for the mini pumpkins & delicious peppers and to Dairyland Financial for the napkins and cups.

# *Around the State*



## **Spring Workshop - 2008**

Executive Director Steve Hiniker was the featured speaker at the Wisconsin chapter of the American Planning Association and American Society of Landscape Architects 2008 Spring Workshop Conference in Madison. Steve spoke about the land use and transportation recommendations of Governor Doyle's Global Warming Task Force.

## **Earth Day Conference**

Gaylord Nelson Institute Earth Day Conference – 1000 Friends of Wisconsin Executive Director Steve Hiniker co-hosted a session that was focused on the transportation and land use recommendations of the Global Warming Task Force (Madison).

## **SW Wisconsin Regional Planning**

1000 Friends of Wisconsin presented at a special meeting for community leaders in southwestern Wisconsin hosted by the Southwestern Wisconsin Regional Planning Commission in Lancaster. The conference was organized to help local leaders better understand the successful strategies in creating a comprehensive plan.

## **Climate Change Summit**

*Wisconsin Communities Take Action*

**December 12, 2008, UW Stevens Point**

The climate in Wisconsin is changing but what will that mean for your community? Learn the latest projections for Wisconsin and the potential impact this may have on local resources such as agriculture, tourism, storm water management, and heating and cooling needs.

This summit is in partnership with:

1000 Friends of Wisconsin, Midwest Renewable Energy Association, League of Wisconsin Municipalities, Wisconsin Alliance of Cities, American Planning Association Wisconsin Chapter.

Special thanks to our sponsors:

Municipal Electric Utilities of Wisconsin  
Boardman Law Offices

For more info: Contact 1000 Friends of Wisconsin or  
<http://www.uwsp.edu/conted/conferences/climatechange/>

## **Strategic Partners Organizational Summit**

Planning Director Kevin Pomeroy participated in the Strategic Partners Organizational Summit in Wausau sponsored by the Wisconsin Downtown Action Council (WDAC) ([www.wisconsin-downtown.org](http://www.wisconsin-downtown.org)). The Organizational Summit was designed to promote greater awareness between organizations that support Wisconsin downtowns; identify opportunities to work together by sharing information, joint programming, and improved communication between our respective Boards and memberships; and develop an action plan for future partnerships. Kevin is a longtime board member of WDAC, which has promoted the revitalization of downtowns throughout Wisconsin since 1982.

## **Wisconsin Land Information Association**

Kevin Pomeroy presented "The Value of Geographic Information Systems (GIS) to Wisconsin Comprehensive Planning" at the Fall Regional Meeting of the Wisconsin Land Information Association (WLIA) ([www.wlia.org](http://www.wlia.org)) held in Green Lake. The session featured case studies of Wisconsin communities that use GIS to engage citizens in local planning and land use decision making. Founded in 1987, WLIA is a grassroots organization representing a collection of professionals working to develop, maintain, and apply a network of statewide land information systems.

## **1000 Friends Website**

Kevin Pomeroy is working to update and redesign our website. In our last newsletter we announced that it would be up and running this summer. As all good things take time - it will be completed this winter so be sure to check it out!

## **Clean Water: From Politics to Policy**

1000 Friends was a cosponsor (and a lead organizer) of a major conference on stormwater management in Manitowoc on July 24 and 25th. We co-sponsored the conference with the Alliance of Cities, League of Municipalities, Wisconsin Counties Association, Wisconsin Towns Association, Wisconsin Builders Association and the Municipal Environmental Group. The conference addressed the challenges of meeting new federal and state regulations on polluted runoff. We explored innovative and cost effective ways for communities to meet the requirements within current budget constraints.



## Quotes from News Stories about 1000 Friends

### High Gas Prices Cut Pollution

*Milwaukee Journal-Sentinel, Aug. 17, 2008*

"Four-dollar-a-gallon gas is already changing the way people drive," said Steve Hiniker, executive director of the 1000 Friends of Wisconsin. "It's very significant to have such a dramatic change in behavior in such a short period of time."

### Milwaukee one of the top cities in U.S. for breaking gasoline habit

*The Daily Kenosha, July 18, 2008*

"This new walkability rating shows what most Milwaukeeans already know – the city has many great places to get to without a car. Milwaukee has a lot to offer for anyone interested in a hassle free, less auto-dependent lifestyle," said Steve Hiniker, Executive Director of 1000 Friends of Wisconsin.

"The only thing missing in Milwaukee for kicking the car and gasoline addiction is a modern transit system that includes light rail and street cars. By connecting walkable neighborhoods with streetcars, Milwaukee residents would truly have the option to get around without a car. Residents would no longer have to shell out nearly 20% of their income for transportation. Commuters would have access to Milwaukee great neighborhoods without a car if the area had light rail."

### Freight lanes hit congestion of bureaucracy

*The Daily Reporter, June 18, 2008*

As trucking companies warm to the idea of paying extra for dedicated highway freight lanes, the plan lacks the momentum it needs to get rolling.

The federal government and Wisconsin Department of Transportation are in the very early stages of factoring freight more heavily into highway planning. Meanwhile, the trucking industry is too preoccupied with surviving to follow up on the idea, said Tom Howell, president of the Wisconsin Motor Carriers Association.

The number of trucks on the road is increasing more rapidly than that of passenger vehicles, and it continues to increase in Wisconsin even though hours driven by cars flattened out in 2006, said Steve Hiniker, executive director

of 1000 Friends of Wisconsin. He suggested that, instead of adding lanes to freeways like Interstate 94 north-south, WisDOT should target freight and think of ways — such as truck-only lanes or trucker disincentives to drive during rush hour — to get them away from passenger drivers.

"I think you could do a number of kinds of management techniques that would save hundreds of millions of dollars," Hiniker said. "Unfortunately, what we are faced with right now is an exceptional lack of creativity, or even of curiosity, at the DOT."

### \$1.9 billion upgrade of I-94 gets federal OK

*Milwaukee Journal-Sentinel, May 31, 2008*

Plans for the most-expensive highway project in state history, the \$1.9 billion expansion and reconstruction of I-94 from Milwaukee to the Illinois border, received federal approval Friday afternoon, according to a state freeways manager.

Barring a lawsuit to stop the project, the letter of authorization clears the way for road builders to start construction on interchanges near Mitchell International Airport next spring, with completion of the reconstruction and expansion projected for 2016.

The next step for state planners will be to develop a plan to pay for the \$1.9 billion project. "I think it's insane," Hiniker said of the plan and the federal approval. "It's the definition of insane. We have record gas prices, and now we have a state and federal government that doesn't know what to do about it, except build more highways."

### Light Rail on Fast Track

*The Capital Times, July 23, 2008*

"I'm fairly certain there will be RTA legislation passed by the Legislature and passed into law," Hiniker said. "But after that happens it still has to come back to any community that would be part of an RTA to approve it."

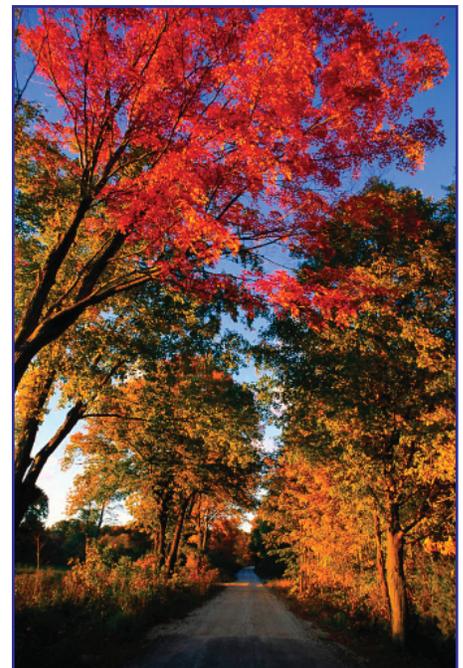
"People are shying away from this kind of cornfield development, with the cost of driving and mortgages on big suburban houses," he said. "We're behind where the market is. The market is skewing much more urbanized, and we're still building out in the far-flung suburbs."

## Planned Giving

Not long ago 1000 Friends was surprised and grateful to learn that Reynold Zoller had remembered us in his estate planning. The gift reflected his desire to help shape the future of our organization and the future of Wisconsin.

A planned gift offers a way to combine philanthropy and financial planning. A planned gift may give you the opportunity to give more than you thought possible.

Please consider including 1000 Friends of Wisconsin in your estate planning. Talk to your financial planner or call Deb Nemeth at 608-259.1000, ext. 102.





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A gift In Honor of Steve Born – from Mark Ratner

Special thanks --  
to all of our Community Shares of Wisconsin workplace donors.

### In Memory

In Memory of Jim Clapp – from Susan Clapp

