
1000 FRIENDS OF WISCONSIN

LANDSCAPES

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Summer 2010



Transportation
Driving to Excess

The Director's Desk

1000 Friends of Wisconsin

Created to advocate and promote uses of land, water and air that shape healthy communities where people want to live, work, and play.

Our work focuses on helping people make the connection between our land use and transportation decisions and our state's economic, environmental and cultural health.

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*Our website has daily updates:
www.1kfriends.org*

Check it out!

Spill, baby, spill. That's what we were locked into in the BP Deepwater Horizon fiasco in the Gulf of Mexico. An ecosystem under siege, workers killed and a lifestyle threatened - all due to our addiction to oil. Over 4.9 million barrels of oil gushed into the Gulf waters. As terrible as that carnage is to the Gulf, we have to understand that U.S. oil consumption is approximately 19.6 million barrels per day. (It takes about 6 hours for us to burn an amount equal to the spill).

Drive, baby, drive. That's how we got to this situation. Though all of us are disgusted by the mess in the Gulf and we want to blame it all on BP, the truth is that BP wouldn't have been drilling in the Gulf of Mexico if we didn't demand the oil. Don't get me wrong - in my view BP is criminally negligent - however we all share in the responsibility of the Gulf disaster. Until we do something meaningful to reduce our dependence on oil - like driving less - we are part of the problem.

Oil spills are nothing new. It's been 21 years since the Exxon Valdez spilled up to 750,000 barrels of oil into the Gulf of Alaska. In those 21 years, Wisconsinites went from driving 43 billion miles a year to driving 57 billion miles a year. That's right - after we fully understood that our demand for oil was destroying the planet - we actually started driving more - not less.

A lot of people think that we can get out of this mess through improvements in technology. Better drilling technology. More fuel efficient cars. Solutions that someone else can provide - just as long as we don't have to change anything in our own lives. The fact is -we need those technologies BUT we also need to do our part.

Ride, baby, ride. Using transit will help ease our addiction to oil. Transit helps reduce oil consumption, is much cheaper than driving and it feels good to have a chauffeur drive you to work. Walking and bicycling reduce oil consumption AND will get you in better shape. Not only is it good for the environment, it's good for the body.

Save, baby, save. Walking, bicycling and transit will help you save dollars. If you drive 10 miles a day and pay for parking, your transportation costs you around \$20 daily. (Based on the IRS reimbursable mileage rate of 50 cents a mile and assuming daily parking charges of \$10 a day.) Taking the bus on a monthly pass of \$55 reduces your daily cost to about \$2.50. That \$7.50 a day adds up quickly. That means around \$150 of savings a month.

You don't live near transit? Support Regional Transit Authorities. As soon as RTAs have a revenue source, transit service in your area will be improved and you can start saving money. And the planet will be a better place to live.

Steve Hiniker



THE END OF SPRAWL

And a New Age of Transit

Steve Hiniker

Wisconsin is changing. Our households are getting smaller and we've seen a big growth in "non-traditional" households. Back in the 1950s more than 55% of Wisconsin households consisted of a nuclear family averaging 3.4 people per household. By 2030, our average household size will have shrunk to 2.3 people per household.

In the '50s, only 300,000 households (or about 8%) were headed by someone over 65. By 2030, the number of households headed by people over 65 will have grown to a million - representing 21% of all households. The most shocking prediction comes from a survey conducted by Robert Charles Lessor and Company that finds that only 12% of new households will have children - 88% will have no kids.

"Generation Y" and the "New Millennials" (our next generation of leaders now in their teens and twenties) are more likely to prefer condominiums, attached townhouses or small houses on small lots (66%). This new demographic will not live in 3-bedroom ranch houses in the suburbs. In fact, only a third of the next generation prefers these large lot subdivisions. This means we already have enough large lot homes to meet the demand of this relatively small group who will seek them.



Likewise, "empty nesters" or those households headed by someone 65 or over are more likely to prefer smaller houses or condominiums closer to amenities within walking distance.

As a society, we have fundamentally failed to address our housing policy. According to Arthur C. Nelson, director of metropolitan research at the University of Utah, "Suburbia is overbuilt and yet we will keep on building there. Most policy makers don't see the consequences, and those who do are denying reality." As our changing demographic demands a different landscape, Wisconsin needs to change its housing strategy to meet its future needs.

We've already seen how this new demographic is altering neighborhoods through changes in downtown areas. New

condominiums tower over Milwaukee's lakefront. Madison's Capitol Square - once left for dead in the 1980's - has surged back with condos, restaurants and retail. Across the state, Main Street revitalization is drawing more people back to historic districts in the center of communities.



Transit is a fundamental component of the success of our retooling efforts. Retooling our cities and villages will take time and money. It took us sixty years to get to this point - it will take time to get out of this mess. As highly urbanized areas are rediscovered, transportation amenities that serve those areas need to be redeveloped. Older people frequently rely on transit for mobility. Younger people in urban areas often choose transit for mobility. In any case, transit provides more options for people in densely populated areas.

Transit can be a far cheaper alternative to driving; it promotes healthy lifestyles and is an essential component of a vibrant community. It's also an integral strategy to energy independence. Yet, despite its versatility, it remains a lightning rod for opponents who insist that it's not worth any level of public support.

A closer look shows why transit is not only worth public support but it is also an essential part of a successful community.

Transit Saves You \$\$\$

If you live in a community that has transit and currently don't use it, you could treat yourself to the bus and have thousands of dollars in extra cash in a short time. Driving your work commute costs at least 50 cents a mile plus parking costs.

Transit Promotes Energy Independence

It's clear that transit saves energy - according to the American Public Transit Association, if Americans used transit as much as Europeans (about 10% of all trips in Europe are via transit compared to about 1% in the U.S.) we would save nearly the equivalent amount of oil that we import from Saudi Arabia each year.



Transit Promotes Healthy Lifestyles

If you use transit, you will walk more. Rather than walking thirty feet to your car door, you will walk up to a quarter of a mile to a transit stop. Those footsteps burn calories which help to keep you in better shape. At a time when obesity is epidemic, we could all use a little more exercise.

Transit Promotes Healthy Neighborhoods

Transit depends on compact development with higher density, mixed use neighborhoods. These neighborhoods are typically livelier and have more personal interaction than lower density neighborhoods. Housing values are typically higher and hold their value better in tough economic times.

Transit Fights Sprawl

Many people leave the highly urbanized area to reach more affordable

housing. However, when the cost of transportation is factored in, the “drive to affordability” becomes a myth. Increased costs of hyper-commuting can drive transportation costs higher than the mortgage. A 30 mile commute can cost more than \$8,000 a year after factoring in parking to the cost of driving. A far less expensive option is a house in an urbanized area close to transit. In addition to a lower cost of living, many hours that are lost to commuting can be reclaimed.

Transit - A Great Investment

As Wisconsin changes to meet a changing population, we need to start making investments for the next generation. We can start with better transit. That will save us all money and will help the environment. We need to continue with modern housing that is more convenient to nearby destinations. There is a great future for Wisconsin if we choose to invest wisely.

▣

SE Wisconsin at a Crossroads: *Landmark Transit Legislation Takes Short Detour*

Kerry Thomas

Executive Director, Transit NOW

There are few things more important to sustainable and livable communities than efficient and affordable transportation choices. A vital foundation for building economically strong and sustainable communities is attracting residential and business development and job growth to compact areas. This allows people convenient options to walk, bike or take transit and make fewer and shorter trips by auto.

Southeast Wisconsin is at an historic crossroads with the opportunity to create a vibrant integrated regional transit network where thriving local bus systems in several of Wisconsin’s largest cities would be connected by the KRM Commuter Rail (KRM) creating a bi-state link between Milwaukee and metro Chicago. Additionally, new federally funded linkages would strengthen the transit network with the addition of the proposed Milwaukee Streetcar circulator and High Speed Rail (Milwaukee to Madison and eventually on to Minneapolis, and Milwaukee to Chicago connecting to the Midwest Regional Rail networks).

On the flip side is another very different reality where local bus systems in SE Wisconsin remain stuck in a downward spiral of service cuts and fare increases that will soon decimate transit, where initiatives like KRM will get shelved. Why is this happening? Communities in Wisconsin are locked into an antiquated funding and operating structure that hampers their ability to adequately support their transit systems.

Which path we choose depends on our success in giving local communities a new breath of life: the ability to choose locally to invest in their transit systems and efficiently coordinate regional transit. This requires state legislation.

Unfortunately, the Wisconsin legislature narrowly missed passing the Regional Transit Authority (RTA) bill (AB-282) in April. The bill would have put transit funding decisions in the hands of local communities by allowing them to establish RTAs and dedicated funding in the form of a limited sales tax, which brings 20-30% of its revenue from visitors.

Ironically, the landmark RTA bill fell shy of passing on the 40th Anniversary of Earth Day when some legislators chose slashing transit services by 35% in SE WI, 25% in the Fox Cities, as well as impacting urban and rural transit systems across the state. Several RTAs were previously enabled in the 2009/11 state budget including Chippewa Valley, Chequamegon Bay, Dane County, and the Southeast RTA created for the sole purpose of managing, operating and funding KRM Commuter Rail.

The RTA bill got very close and many important accomplishments were made that have set a strong new direction for Wisconsin. Julia Taylor, president of the Greater Milwaukee Committee exclaimed, “I applaud each and every one of those, including many legislators and a broad cross-section of people in the community, who fought



for transit legislation. We successfully increased awareness of the ongoing funding struggles of our local transit systems and the benefits of investing in transit, demonstrated the importance and fiscal sense for using a sales tax for transit and removing it from the property tax, and heard the collective appeal from a broad spectrum of business, labor, civic community. We received bipartisan support. Despite the disappointing outcome and an unworkably tight timeframe, we almost got there. Eventually, we will get there.”

What's next?

The next opportunity to pass RTA legislation is during the state budget process, which begins in January 2011 when a new Governor will propose a budget and the legislature will take it up through June 2011.

In the mean time, the KRM Commuter Rail project reaches a major milestone as a federal New Starts application to get permission to enter preliminary engineering was submitted. The Federal Transit

Administration has, however, made it clear that they will not approve KRM advancing into final engineering and design phase until the funding dilemma for buses is resolved. The federal application for the Milwaukee Streetcar project will also be submitted soon.

There is a clear message coming from every direction in Wisconsin: ***The fight must go on!***

There has not been an issue in Wisconsin that has built a broader or more active coalition with such a widespread impact on our communities and economy in a long time. The fight must go on for local control of transit funding, for job creation, for keeping people connected to opportunity and for creating new economic opportunity and long-term sustainability that our very future rests upon. Stay tuned!

For more information go to: www.transitnow.org
or contact Kerry Thomas at 262-246-6151.

Watershed Action Teams

Identifying the Land/Water Connections to Advance Water Quality

Kate Morgan

1000 Friends Water Policy Director

Municipal leaders, neighborhood representatives, environmental activists, business owners and consultants gathered around table-sized maps of the Menomonee River Basin identifying sources of pollution within the watershed. This diverse group gathered this Spring to begin the process of translating watershed action plans, which would prevent nonpoint pollution, into action.

The input of local experts is critical to the successful planning efforts of the Southeastern Wisconsin Watershed Trust (“Sweetwater”) to curb nonpoint water pollution and help improve the water quality of the rivers and lakes of southeastern Wisconsin. 1000 Friends of Wisconsin is an active partner in this multi-million dollar effort to revitalize the waters of the region.

The teams drew on their knowledge of the river and which areas were important for recreation, flooding, fish passage, and which businesses were known for their green practices and where those businesses were located along the river.

Problem areas were identified and included a wide range of activities on the land ranging from the salting of streets in winter to the use of lawn fertilizers and stream channelization.

Water quality data and land use information depicted the essential connection between land use and water quality. As the Watershed Action Teams move forward with their work of identifying priority projects to address stormwater pollution and the implementation of those projects, it is clear that Smart Growth development is a key strategy in advancing water quality and water resource restoration.



These plans will identify where we can encourage strategic development and redevelopment that protect a community's water resources such as stream-side buffers or increasing tree canopy to mitigate stormwater. Street repairs and reconstruction can be designed to address stormwater issues.

With each project we undertake, a specific group of strategies will be employed to address the problem at hand. Through the accumulative effects of multiple best management practices and Smart Growth strategies, the plan will advance water quality and protect our water resources. Land use practices will be key to protecting our rivers and streams and stem the degradation of our water resources.



Visitors from Shanghai

Last fall Chuck Irish from the East Asian Legal Studies Center called 1000 Friends and asked if we would host two interns from the Shanghai Bureau of Urban Planning. We thought it would be a great opportunity to get to know planners with such different experience. We were very fortunate to have Frank and Coco as our interns. They were not “traditional “ student interns but rather highly trained planners with a great deal of experience.

Xu Ke (Coco) is an engineer and urban planner at the Shanghai Urban Planning and Design Research Institute. In her personal statement, Coco said that they have recently begun to look at rural areas and the way to adjust their planning patterns to new situations. She has a keen interest in sustainable development.

Xue Feng (Frank) is the Senior Engineer and Vice Director of the Administration Bureau of Urban Planning and Land Resource of Qingpu District, Shanghai. Frank's department was charged with developing the area respecting its 6000 year history! The new city has already become one of the best areas in Shanghai for both air and water quality.

We asked Frank and Coco to write about their impressions of Madison.

Coco's Image of Madison



Madison is an elegant and pleasant city and among the top livable cities of America. These concepts were well-known before we came here.

But when we arrived in Madison, we were still surprised by the scenery spread before us. In the most beautiful season of North America, Madison showed its beauty generously with colorful leaves, orderly city sights, vigorous

students and interesting activities. As time went by, I got a more comprehensive concept about the city and I think Madison is a lucky city for its landscape, history, culture and people.

In a history less than 200 years, Madison has already shaped its distinguishing features and unique texture. The downtown area of Madison is located on the Isthmus which is the essence of the city along with the three lakes. In this area, the city lays out around State Capitol and forms blocks in size of 100×120 meters. Government, business and cultural buildings are located in these blocks and it makes this area the activity center of the city. The Capitol dominates the view of this area and arouses the strict height control of the city. In the Edgewater hotel case, we can see conflicts for the control. But this strict control is helpful in preserving the historic character of Madison.

Three beautiful lakes and hilly landscape make the city more attractive. There is a Chinese saying: “Wisdom loves water,” so Madison is the right setting for the university. Walking along

the lakeshore and watching boats in the water is a wonderful experience.

Many famous architects have works in Madison like Louis Sullivan, Frank Lloyd Wright and Cesar Pelli. With these carefully-protected historical districts and landmark buildings, I can feel people here are proud of their history and cherish their tradition.

The Overture Center designed by Cesar Pelli is my favorite place in Madison and I have been there many times. It's the largest private gift to lucky Madison people. I like the atmosphere there with the well-arranged performances, free shows for kids on Saturday, and exquisite artworks in the shop. It makes people feel at ease and accessible to art.

The university is the soul of Madison. It's the real master of the city and endows it with creativity, vigor, and opportunities. Without those students and teachers, the city would be ordinary. They change the city in every aspect including the way people live, the industry people work for and the activities people engage in.

I had an internship with 1000 Friends of Wisconsin and know many nice people there. In the time I was there, I got a detailed impression of public participation in Madison. Citizens are willing to take part in public issues. People do what they believe in and express their opinions frankly. In the Edgewater hotel case, people showed their concern for their hometown. They love the city, so they treat it carefully.

Last year, I spent almost 2 months in Madison and witnessed its beauty in fall and cruelty in winter. I love the city and hope one day I can come back and see the beautiful spring and summer and the nice people I know.

Frank's Thoughts on Madison

Unlike those tourism cities such as New York, Boston and Los Angeles, Madison is a strange place to most Chinese. We reached Madison on October 17th last year, and on the way from the Dane County Regional Airport to the Saxony Apartments, all we could see were the small buildings along the road. Was Madison a small town in the U.S.?



Madison and Qingpu. There are about 250,000 people living in Qingpu City, which is adjacent to Dianshan Lake to the west. Dianshan Lake is the biggest lake in Shanghai and there are a lot of boats on the lake on weekends. In the downtown of Qingpu City there are two historic districts, and we have a lot of regulations on architecture height, color, and setback.

In the future Qingpu City will be a livable place with cultural charm, and Madison is the best model for Qingpu City.



Qushui Garden
in Qingpu City

I spent about two months in Madison, listening to different lectures at UW-Madison and doing an internship with 1000 Friends. The more time I lived in Madison, the more I loved the city. I preferred to have lunch on the waterfront at Memorial Union, and it was a wonderful experience walking to the office of 1000 Friends in the downtown.

Since I am responsible for the urban planning and administration of Qingpu City in Shanghai, I found some similarities between

Celebrating the Legacy of Gaylord Nelson

This year was the 40th Anniversary of Earth Day. 1000 Friends hosted an event to celebrate Earth Day, the legacy of Gaylord Nelson and the release of a new book about Gaylord Nelson written by 1000 Friends Board member Sheila Cohen. Tia Nelson was the guest of honor at the celebration and book signing held at Bunky's on Madison's east side. Special thanks to Bunky's for the amazing food and great service!.



Gene Roark & Tia Nelson



Sheila Cohen & Tia Nelson



Kevin Pomeroy, Barb Irvin & Kris Euclide

A humanitarian, outspoken statesman, and environmental activist, Gaylord Nelson comes to vivid life for young readers in *Gaylord Nelson: Champion for Our Earth*. The State Historical Society Press released Sheila Cohen's book this spring to celebrate the 40th anniversary of Earth Day. Cohen taught English as a Second Language (ESL) in the Madison Metropolitan School District for 20 years. Upon retirement, she has devoted her time to freelance writing and has now had two books published by the Wisconsin State Historical Society for their Badger Biography series for young people.

In recent years, she has become aware and concerned about the growing traffic congestion and urban sprawl which is adversely affecting Madison. It is for that reason that she gladly accepted the invitation to serve on the Board of Directors of 1000 Friends.

Annual Report

2009 Highlights

Southeastern Wisconsin Watershed Trust

1000 Friends of Wisconsin hired Kate Morgan to head up our work in the Milwaukee area promoting land use practices that protect water quality. Kate is working with a coalition of environmental, civic and neighborhood groups as well as local and state units of government to develop and implement plans to restore health to the waters of southeastern Wisconsin. The Southeastern Wisconsin Watershed Trust – or “Sweetwater Trust” - got a big boost with a three year, \$1.6 million grant from the Joyce Foundation in May, 2009.

Founder’s Celebration with Bud Jordahl and Emily Earley

Notable environmental advocates Bud Jordahl and Emily Earley were crucial to the founding of 1000 Friends of Wisconsin. We hosted a celebration of their long time environmental advocacy efforts in April. More than 150 guests crowded into the Goodman Center on Madison’s east side to join the gala.

Green Tier Legacy Communities

Working with the Wisconsin League of Municipalities, the Wisconsin Alliance of Cities, the Wisconsin Department of Natural Resources and the University of Wisconsin Center on Wisconsin Strategy (COWS), 1000 Friends of Wisconsin started its work to create a Green Tier Charter for municipal sustainability efforts. The Green Tier Legacy Community Charter is being designed to help communities working on sustainability efforts to get state technical assistance and preferred status for state grants. The charter will serve as a model for communities looking for ways to save money and improve their overall environmental performance.

Regional Transit Authorities

Regional Transit Authorities (RTAs) are common among Midwestern states but until 2009 had eluded Wisconsin. RTAs allow communities to join together to form a local authority that can raise revenues for transit, providing a real opportunity for transit to be a successful regional transportation alternative. The RTA legislation, which allows the authority to impose up to a one-half cent sales tax was one of the most contentious issues in the 2009 session. 1000 Friends of Wisconsin was a leader in the efforts to persuade the legislature to adopt the proposal. The scope of the legislation was limited, allowing the creation of only three RTAs in Wisconsin (Dane County, Chippewa Valley and the Bayfield–Ashland area). 1000 Friends of Wisconsin will continue to pursue RTA legislation for the rest of the communities in the state.

Greater Milwaukee Water Quality Connections

Working with the Milwaukee Metropolitan Sewerage District and with support from the Joyce Foundation, 1000 Friends of Wisconsin published a beautiful full color publication of land use strategies that help improve water quality.

Smart Growth

We continued our work assisting communities that are developing Smart Growth plans. 2009 was especially busy as communities worked to get their plans completed before the statutory deadline of January 1, 2010. After that date, all communities must approve land development projects that are consistent with their comprehensive Smart Growth plan.

Clean Energy Jobs Act

1000 Friends of Wisconsin led the development of the transportation and land use policies of the Governor’s Global Warming Task Force. Those recommendations served as the basis for the Clean Energy Jobs Act transportation and land use provisions. The drafting of the bill took more than seven months and was introduced in December.



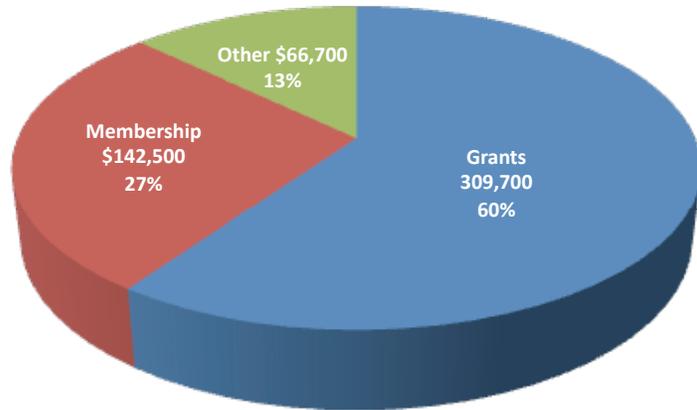
Thank you to all of our loyal members for your support. We work hard to earn your continued support and appreciate your willingness to take action when asked.

We look forward to the year ahead and working with our partners on new and ongoing projects.

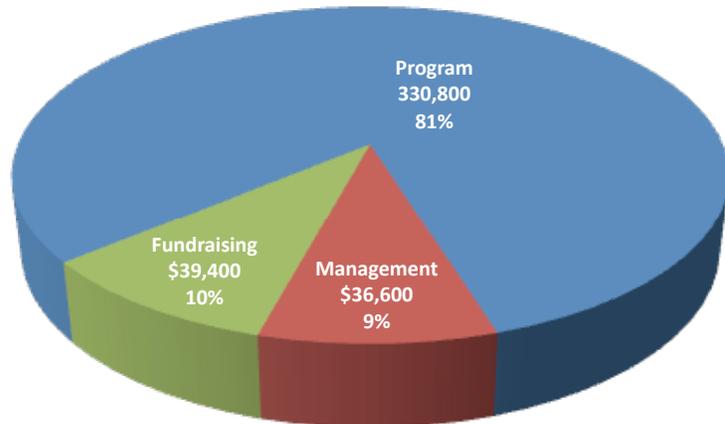
We can't do it without you!



**1000 Friends of Wisconsin
2009 Revenue: \$518,900**



**1000 Friends of Wisconsin
2009 Expenses: \$406,800**





LEGISLATIVE UPDATE

Steve Hiniker

Executive Director

Legislative Session

Our mission this past legislative session was fairly straightforward: Address shortcomings in the Comprehensive Planning (Smart Growth) law, help enact legislation that promotes healthy neighborhoods and pass legislation that enables communities to create Regional Transit Authorities.

We made significant progress in all three categories but were frustrated by last minute shenanigans in the state senate. (More on that shortly)

Following is a synopsis of legislation affecting our key priorities.

Smart Growth Legislation

We were able to see our Smart Growth repair bill sail through the legislature in the last week of the session. Our legislation is intended to deal with the fact that in 2010, all local development must be consistent with the local comprehensive plan. Our bill clarifies what “consistency” means, with an eye on reducing the potential for litigation over “consistency.” We also provided a limited number of communities that have not completed their Smart Growth plans by the January deadline the ability to get an extension – provided that they had not received a grant before January 1, 2008.

Healthy Neighborhoods

Two bills had provisions that helped promote healthy neighborhoods. One of those bills, **SB 314** – a legislative council proposal to promote Traditional Design Neighborhoods (TND) - passed with little opposition. On the other hand, **AB 649 -the Clean Energy Jobs Act**, with stronger provisions, was killed by industry lobbyists protecting the status quo.

SB 314 - The legislative council bill was a consensus bill that requires the state housing plan to include strategies for encouraging

pedestrian and bicycling related design in new housing developments. It also creates reporting requirements for communities that are required to have TND ordinances and finally to encourage all communities to adopt TND ordinances.

AB 649 - The controversial Clean Energy Jobs Act, became one of the most hotly lobbied bills in the legislature in recent years. The Clean Energy Jobs Act was based on the recommendations of the Governor Global Warming Task Force and included provisions that would have helped communities build downtowns and create jobs in the urban core. The provisions were developed by a working group that included diverse partners such as the road building lobby, auto industry representatives, freight haulers, municipal representatives, environmentalists and home builders.

The transportation recommendations from the Governor’s Global Warming Task Force were endorsed by all of the groups participating (with the exception that General Motors opposed the provision that would have required Wisconsin to adopt air quality standards developed by the state of California – the so-called “California Car”

standards). Despite this overwhelming support from such a diverse group, the legislation that implemented these recommendations was opposed by lobbyists representing many of these same groups.

In the end, a much weakened bill headed for a vote in the state assembly on the last day of the legislative session. There were probably enough votes to move the bill forward but, in a stunning move, Senate Majority Leader Russ Decker of Wausau adjourned the senate before the assembly even had a chance to debate the legislation – killing the bill and the hopes for a new approach to reduce energy consumption in Wisconsin.

Regional Transit Authorities

Wisconsin is the only state in the Midwest that, until this year, did not allow municipalities to form Regional Transit Authorities that can raise revenues to fund transit operations. The state budget, adopted in June of last year, granted four regions (Dane County, the Chippewa Valley, the Bayfield area and southeastern Wisconsin) the ability to create revenue generating RTAs. However, the southeastern Wisconsin RTA was vetoed by Governor Doyle because of a number of

problems with the provisions.

The RTA is especially important to Milwaukee, where the system has been nationally recognized for exceptional service but is struggling financially. County Executive Scott Walker has opposed providing any new revenues for the Milwaukee Transit System. The system will have to cut service by more than one third in 2011 if new revenues are not found. The RTA would provide those needed revenues.

When the Senate adjourned prematurely, the fate of thousands of the Milwaukee County

Transit System users was sealed. Longer waits and higher fares for fewer buses is the certain outcome of the legislature's inability to pass RTA legislation. The failure

to adopt RTA legislation for southeastern Wisconsin also dealt a significant setback for the prospects of the Kenosha-Racine-Milwaukee (KRM) commuter train.

The Puzzle
Fitting the transit pieces together... and making it work.



Smart Growth @ 10

Positioning Communities for the Future

1000 Friends of Wisconsin

1000 Friends of Wisconsin is eager to promote a better understanding of the importance of planning not just for smart growth but for smart economic growth in communities throughout Wisconsin. On May 6, 2010 we held a conference to help communities that must implement their Smart Growth plans for development make sure that the local actions take into account current local economic and demographic trends. We had a wide range of presenters and attracted a varied and enthusiastic audience.



Mark Eppli - Professor of Finance
Marquette University



John Torinus
Chairman - Serigraph, Inc.



Original Smart Growth Coalition Panel

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- Midwest Environmental Advocates - Wisconsin Energy Conservation Corp - Wisconsin Environmental Initiative
- The Nelson Institute - WAPA - WI Alliance of Cities - WI Counties Assoc - League of WI Municipalities - WI Towns Assoc



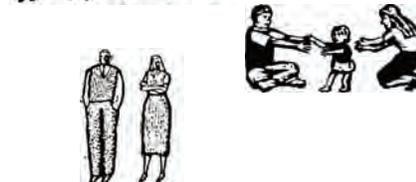
By the Numbers

Take a Look!

Average household size in Wisconsin 1950: 3.43
 Average household size in Wisconsin 2030 (projected): 2.30



Households with 2 parents and kids 1950: 55%
 Households with 2 parents and kids 2030 (projected): 23%



Households headed by someone over 65 in 1950: 8%
 Households headed by someone over 65 in 2030 (projected) 21%



Housing preference of "Generation Y"*
 Condominium, townhouses or small house with small lot: 66%
 Large house, large lot housing: 34%

*RCLCO Survey

Miles Driven in Wisconsin 1970: 26 billion
 Miles Driven in Wisconsin 2005: 60 billion
 Percent change 1970 - 2005: +130%



Miles Driven in Wisconsin 2008 57 billion
 Percentage change 2005-2008 - 5%

Cost of commuting via transit annually: \$ 372 (Madison monthly pass at \$55 a month)
 Cost of commuting 10 miles plus parking annually: \$ 4,320 (Madison East Ramp at \$180 a month)
 Amount saved by transit annually: \$ 3,948



Amount of oil that would be saved if Americans rode transit as much as Europeans (10% of all trips):
 Approximately the same amount as we import of Saudi Arabia each year, or about 40% of our imports.

Even less expensive and healthy alternatives to the car:



Check Out Our New Website!!

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- Milwaukee Downtown development plans seek connections
- A Desire for More Streetcars
- Economic development follows the whistle of passenger rail
- Sprawling Cities Getting Hotter Faster
- Towns Can't Force Coordination
- GOP Lawmakers oppose KRM commuter rail application

Madison Neighborhood Redevelopment Spurs Ownership Debate

By Paul Snyder

Madison's shift toward owner-occupied housing in redeveloping the [Allied Drive neighborhood](#) threatens to drive out area residents who rely on rentals.

"Most people in this area have been renters all their lives, and having more rental units would make it more affordable to residents here," said Barry Hayes, treasurer of [Allied Dunn's Marsh Neighborhood Association](#).

But the city now is starting the second phase of Allied Drive's redevelopment, which focuses on building single-family homes and promoting owner occupancy, said Mark Olinger, executive director of [Madison's Community Development Authority](#).

[Read the entire article](#)

Map courtesy of the city of Madison

Tags: Madison, Redevelopment | Category: Announcements

Milwaukee Downtown development plans seek connections

Jul 7th, 2010 - By Patti Wenzel

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Let us know what you think - we welcome comments.



Bill Rattunde

Community Shares of Wisconsin Backyard Hero Award

Bill Rattunde is a dedicated volunteer whose efforts have made a huge difference for 1000 Friends of Wisconsin. His background in architecture and landscape architecture was critical in forming sustainable land use practices in our Green Tier Legacy Communities project. Bill's professional background and his lifelong commitment to preserving the natural landscape make him the perfect fit for 1000 Friends.



Around the State



Legacy Communities

Presentations Across the State

1000 Friends of Wisconsin worked with the cities of **Fitchburg, Appleton, Racine, Oak Creek and Bayfield** on the proposed Green Tier Legacy Communities Charter. The Green Tier Charter is designed for communities wishing to employ sustainable practices to improve the environment of their community, and to reduce energy usage and costs. Participating communities will be eligible for technical assistance from the Wisconsin Department of Natural Resources as well as being able to communicate with other communities in the program to share successful strategies.

Steve Hiniker presented the Green Tier Legacy Communities concept to the Wisconsin Towns Association in **Steven's Point** and the Wisconsin League of Municipalities in **Appleton**. Other presentations were given in **Lake Mills, Madison, Oconomowoc and Shorewood**. Bill Rattunde gave a presentation about the program in **Slinger**.



WI League of Women Voters

Executive Director Steve Hiniker gave the Keynote address to the Wisconsin League of Women Voters in **La Crosse** at their celebration of the 90th anniversary of the formation of the League in Wisconsin. Hiniker linked land use issues to transportation investments.

Emily H. Earley

2010 Inductee

*Wisconsin
Conservation Hall of Fame*



The Wisconsin Conservation Hall of Fame Foundation was established to encourage the growth and practice of a conservation ethic as a legacy for the people of the state. The inductees into the Hall of Fame have significantly contributed to conservation programs, projects, public understanding, and conservation ethics within the state of Wisconsin and the nation.

1000 Friends Board member and founder Emily Earley was inducted into the Conservation Hall of Fame on April 24, 2010. Emily sets an example for citizen conservationists with her commitment to the environment and her love of the land. She has generously supported conservation causes for several decades and is unafraid to ask others to do the same.

The list of conservation groups she supports is long. She joined The Nature Conservancy board in 1964 and was instrumental in establishing their stewardship program. She served on the board and as vice president of the Natural Heritage Land Trust in Dane County and has been a longtime supporter of the University of Wisconsin-Madison Arboretum.

Earley was a founding board member of the Sigurd Olson Environmental Institute, a public outreach program at Northland College in Ashland. She served on the council of the Wisconsin Academy of Sciences, Arts and Letters from 1979-83, successfully encouraging the organization to set up a small grants program to fund field research on plants, animals and natural communities.

As a charter member of the Wisconsin Conservation Corps board, she served as the group's environmental expert, helping assure that crews of young workers provided muscle for conservation projects across the state.

Jonathan Ela remarked: "When an organization acquires Emily as an asset, it acquires a package: leadership, intellectual stimulus, a prod for getting others to work harder, and a fund-raiser and donor."

1000 Friends is honored to have Emily as a board member and a friend.

Congratulations Emily!



Thanks to Camille Lore - a great volunteer who worked on revising the Citizen's Guide.

Thanks to John Pinzl - our Spring Intern - who worked on the new Benchmarks publication.

Thanks to ATC and Godfrey & Kahn for providing meeting space for our board meetings.

Summer Interns



Jennifer Knight-Johnson

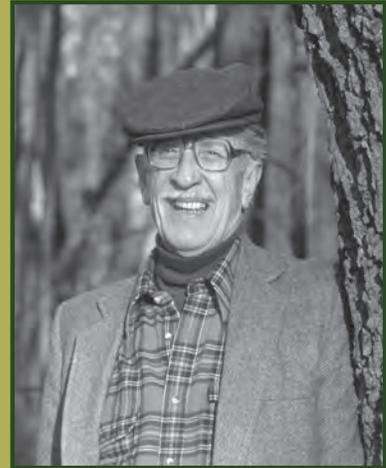
Since graduating in May from UW-Madison with a degree in Biological Aspects of Conservation and certificate in Environmental Studies I have been keen to put all I have learned into practice and am pleased to be doing so at 1000 Friends of Wisconsin this summer. My past experience interning at the Aldo Leopold Nature Center and now at 1000 Friends has encouraged me to pursue work with an environmental organization as this will give me the chance to work on causes I feel passionately about. I hope to continue working in the field after traveling and volunteering abroad next year.



Chris Gentile

Design has always been an interest of mine, which is why I am currently pursuing a landscape architecture degree at the UW. As I furthered my education in sustainability and design, my interest expanded to environmental issues and philosophies. Since I began my education I have taken personal routes to expose myself to the new manifestos and ideas of current environmental and social movements. 1kfriends has always been a faithful resource of mine throughout my college career, and their work continues to be useful for many aspects of mine. I am grateful to be part of the many things we do here, for they are as important as they are challenging.

Harold "Bud" Jordahl



1926 - 2010

"Words like civility, integrity, positivism, commitment, volunteerism...all come to mind in describing Bud Jordahl." Steve Born

Bud Jordahl was a founding board member of 1000 Friends of Wisconsin. He provided thoughtful leadership, guidance and support over the years.

His enormous life experience and knowledge of the natural world made him an amazing resource and he was always willing to help.

He let us know when we did a good job and sent beautifully written thank you notes that made us smile and feel appreciated.

Bud was a true Friend.

We will miss him.





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Welcome New Friends

Anne Bachner (3320), Kim & Julie Backenkeller (3311), Dave & Eileen Baldus (3341), Shannon Ballhorn (3362), Sue Benson (3344), Mary Brill & Paul Scott (3316), Bob & Debbie Cervenka (3342), Tsai-Fa Cheng (3359), Roxanne & Jay Ciatti (3322), Jim Congdon (3332), Kristine Deiss (3345), John & Helen Drawbert (3340), Benjamin Dreyer (3327), Hildy Feen (3361), Samuel Friedman (3360), Danni Gendelman (3321), Asli Gocmen (3329), Steve Grabow (3331), Virginia Hansis (3321), Art Harrington (3338), Daphne Holterman (3336), Wesley Hooker (3326), Allen Jacobson (3353), Tom Jennings (3337), Christopher Jimieson (3354), Jonathon & Rebecca Kaiser (3352), Sally Kefer (3325), Mary E. Kelly (3323), Gerald Kokkonen (3319), Wendy Loehr (3350), Larry & Heather Ludzak (3343), Michael & Diane McCarty (3366), Julie McHale (3317), Mark D. Miller (3324), John Molinaro (3334), Alfonso Morales (3328), Tom Mortensen (3333), Jonathan P. Muzzall (3358), Steve Nass (3335), Kurt Paulsen (3330), Dennis Pinkowski (3315), Mark Porter (3355), Harry & Karen Roth (3367), Eric Schumann (3318), Mathilda V. Schwalbach (3310), Carl & Barbara Schwartz (3316), Debra Shapiro (3351), Ann Shea (3356), Michel & Kathy Sultan (3349), Kathleen & James Thunes (3314), Bill & Connie Ton (3346), Christian Tscheschlok (3348), April Turner (3357), Tom & Janet Wanamaker (3339), Tony & Linda Warren (3347)

In memory of Bud Jordahl

Juli Aulik - Spencer Black & Pam Fornell - Bill Christofferson & Karin Borgh
Kris Euclide - Steve Hiniker & Mary Ellen Vollbrecht - Jerry Kaufman
Madison Gas & Electric - Yvonne & Keith Sando - Cynthia Shanks
Jay Peterson - Maurice & Grace White - Philip Werner - Rob Williamson

