

1000 FRIENDS OF WISCONSIN

LANDSCAPES

Volume 16, Number 2

Fall 2012

2012 Smart People, Smart Places Awards

Smart Growth Leadership: *Else Ankel*

Land Conservation: *Glacial Heritage Area Plan*

Civic Journalism: *Bill Berry*

Adaptive Re-use of Urban Land:
Glatfelter site/Neenah

Transit Leader: *Dan Cornwell*

Working Lands Initiative: *Tom Lyons*

Great Neighborhood: *Downtown Middleton*

Land Use Design Visionary: *John Coleman*

Public Space: *Lower Wisconsin Riverways*



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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- Matt Covert, Green Downtown Project Manager

Special thanks: to John Stolzenberg, Green Tier Volunteer, Robin Wagner for her office support and Eddee Daniel for photos used at our awards event!

Newsletter design: Deb Nemeth

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Wisconsin is a vastly different state than it was 50 years ago. There's no reason to believe that it won't be significantly different from what it is now in 50 years. In fact, the change is happening a lot faster than many people realize.

We're far more urban than we used to be and the trend is accelerating. Those that are counted in "Generation Y" (roughly those between 13 and 29 years old) want a future that looks very different from the Wisconsin of today.

Numerous surveys – and ongoing trends bear out those surveys – show that the next generation of leaders prefers urban areas to suburban and rural. They want smaller houses and condos that are located closer to downtown. They would rather walk, bike or take transit than drive. They like the diversity of the city and they are highly motivated to move to an area that provides the amenities they prefer.

So if an area doesn't provide the amenities desired, the young people will move to areas that do provide the amenities. That's a part of the reason that places like Portland, Seattle, Denver, Minneapolis, Chicago and Boston are so popular with young people. If we don't provide what is wanted, our future population base will vote with their feet.

So, while transit ridership is up and young people are telling us they want more – does it make sense to cut transit funding? If demand for rail travel is increasing – does it make sense to turn away dollars for improvements to passenger rail service? And when driving is down and projected to go lower – does it make sense to put more dollars into highway expansion?

We look into these trends in this issue of Landscapes and will press for better answers from our elected leaders in the state.



Get Ready for Tomorrow

Move over Ozzie & Harriet

Steve Hiniker

Move over Ozzie and Harriet. Time to get rid of the Oldsmobile. Ditch the 4000 square foot ranch. Lose the three car garage. Throw out the Earth Shoes. The 20th century is history and the next generation is taking over. The kids in "Generation Y" are more plentiful than baby boomers (79 million boomers, 74 million Gen X'ers and more than 90 million Generation Y'ers) and they are, in their own way, much more rebellious. (Generation Y can be defined as those born between 1983 and 2001.)

While many of us may still be nostalgic for roomy houses on cul-de-sacs and big cars to tote the family to the mall, Generation Y is full of rebels that would rather live closer to downtown in a small house or condo and walk, bike or take the bus to a main street store.

They like the simplicity of proximity over the fuss of driving everywhere. One survey showed that 60% of Gen Y'ers prefer attached housing or small houses on small lots closer to downtown than the large suburban lot housing of the last century. Many of them won't need big houses because of lifestyle choices. They are less likely to have large families and are much more likely to live in non-traditional households without kids.

They want to have walkable neighborhoods and they want transit. They will seek out neighborhoods with these amenities and they aren't afraid to move to other states if they can't find what they want here. The neighborhoods they will live in will save natural areas. Imagine if those 90 million Gen Y'ers all wanted large houses on one-acre lots in the suburbs. At 2.4 people per household, the U.S. would need to build over 35 million acres of new homes! That is a land area roughly the same size as the state of Wisconsin.

Because of their proximity they will save on transportation fuels. Their homes will be smaller and therefore consume less energy.

Their environmental footprint will be much smaller on average than the Boomers. Whether or not climate change is a cause for them, they will do the most to slow greenhouse gas emissions by their lifestyles - which will be less focused on buying and driving.

But what does all of this mean for Wisconsin? Sure, not every Gen Y'er will want to live in the city. Not all will prefer walking to driving. But most will.

Is Wisconsin ready?

Hardly.

Cities like Milwaukee, Madison, Appleton and many smaller communities in Wisconsin are trying provide options for Generation Y and others who want to live closer to work, ride the bus and have walkable communities but the state seems to be doing everything it can to stop them.



Despite increases in transit ridership, the state has cut transit aids and eliminated Regional Transit Authorities. General transportation aids to cities were cut while major highway expansion was increased.

Despite desires to re-invest in cities, the state cut funds for cleaning up brownfields. At the same time, the state made it easier to develop strip malls on farmland.

As long as state politicians continue to pit suburban interests against cities, road users against transit commuters, and urban developers against suburban developers, Wisconsin will be the loser. Other states would like nothing better for Wisconsin to remain at a virtual state of war with itself as they siphon on the best and brightest of our youth.

When politicians put the good of the state ahead of their own yearning for power and glory, we will be able to live up to our state motto: "Forward."

Transportation and the Changing Generation

77%
of 18-35 year olds
plan to live in urban
centers

Urban Living

Young people are the generation most likely to prefer to live in an area characterized by nearby shopping, restaurants, schools and public transportation as opposed to sprawl.



Households in urban areas are 2.5 times more likely not to possess a car

62% of people aged 18-29 would prefer to live in an area with smart growth policies in place

Sustainable Transportation

16-34 year olds

have become more environmentally friendly travellers between and 2009

23% decrease in automobile miles traveled

40% increase in transit miles traveled

16% increase in walking to destinations

24% increase in bike trips

Why is this happening?



A peer to peer lifestyle

Social networking has become a substitute for car trips



Communications Technology

Real-time public transportation and bike/car share information is easily available



Environmental Concerns

Young people consciously want to reduce their carbon footprint



Increased Fuel Prices

Filling up a tank of gas is more expensive with prices set to increase by 26 percent by 2020

Transportation

The Changing Demographics

Ashwat Anandanarayanan

Transportation Policy Associate

Young people across America are changing how they travel. Recent surveys show that a majority of 16-34 year olds no longer want to live an automobile-centric life. Instead, they want greater access to public transportation, walking and biking underscored by a desire to live in dense urban areas.

For the first time in two generations, the number of miles driven by Americans every year has dropped. In 2011, the average American drove 6 percent fewer miles per year than in 2011. In particular, the 16-34 year old demographic saw the greatest decrease – from 10,300 miles per capita in 2001 to 7900 in 2009 which is a 23 percent reduction. They took 24 percent more bicycle trips and walked to destinations 16 percent more frequently in the same time period. The share of young people with driver's licenses dipped from 26 percent in 2001 to 21 percent in 2010. Young people also want to live and work in areas where they have easy access to shopping, restaurants, schools and public transportation.

This is happening for a variety of reasons. Young people are more likely to be environmentally conscious and are aware of the consequences of their travel decisions. Polls have shown that 45 percent of the demographic have made a concerted effort to replace driving with other alternatives. The proliferation of technology has also played a major role – by providing young people with social networking recreational opportunities as an alternative to a physical trip. Technology has also made it easier to plan trips using public transit, bike and car sharing services. In addition, a continuous increase in fuel prices has contributed to an overall decrease in driving.

Policymakers, transportation engineers and urban planners must take into account the changing aspirations of the future generation. Current policy that encourages road-building over all other modes must make way for transportation networks which are multimodal, sustainable and increase communities' quality of life.



Welcome Ash

Ash graduated with a masters degree in transportation engineering from the University of Wisconsin-Madison. His interests lie in sustainable transportation, traffic safety and the transportation-land use relationship. During his graduate studies he interned at the State Smart Transportation Initiative where he worked on "smart transportation" solutions for several US states. Prior to this, he was an environmental engineer in India and the UK. In his free time Ash enjoys reading, traveling and cricket.

Fair Share

for Local Roads - and Taxpayers

Steve Hiniker

Many people assume that gas taxes and car registrations pay for road construction and maintenance. This would be a logical arrangement – user-pay is a basic underpinning of free markets – but as most city and village managers know, this isn't the case in Wisconsin.

In Wisconsin, gas taxes and other user revenue go through the state, and most of the money stays there. Only a small portion of user fees make it through the Legislature to trickle down to local governments, which are responsible for the vast majority of roads in the state.

This is a bad deal for local government, taxpayers and road users, and it breaks a longstanding understanding with Madison: Local governments are pre-empted from enacting their own user fees in exchange for reimbursement for road costs from the gas tax and registrations. The Legislature no longer holds up its end of that bargain:

- Under law, local governments are entitled to up to 85 percent of road costs. In the 2010, the Legislature allowed only enough funding to cover 37 percent of costs in towns and 17 percent in cities and villages. Local taxpayers picked up most of the rest.
- Local governments own 90 percent of the lane-miles of roadway in the state, yet they received less than a third of the user fee money collected by the state.
- This proportion is dropping, as the Legislature – at the urging of special interest lobbyists – has enlarged the state share of the user fee pie at the expense of local governments. In 2011 local governments received 30 percent of user fees.
- At the same time, the Legislature imposes levy limits and, for the most part, pre-empts local government from enacting its own user fees.

Local governments and their constituents are heading for crisis, as the Legislature withholds more of their reimbursement for road costs. Local governments just cannot compete with the lobbying prowess of special interests pushing for ever-bigger state highways, even at a time when traffic levels are level to decreasing. Local governments will be forced to let roads crumble or cannibalize police, fire, and other critical services. Or both.

Wisconsin urgently needs a Constitutional amendment to protect local governments and their constituents, who pay state gas taxes only to see them withheld in Madison. Please join with the Fair Share Coalition and support this proposed amendment.

Constitutional Amendment

[Article VIII] Section 11. The legislature shall distribute at least 50 percent of all funds collected by the state from any taxes or fees levied or imposed for the licensing of motor vehicle operators, for the titling, licensing, or registration of motor vehicles, and for motor vehicle fuel, to counties, cities, villages, and towns for the purposes of constructing or maintaining local roadways. In this section, the term "motor vehicle" does not include any all-terrain vehicles, snowmobiles, or watercraft.

Around the State

GREEN TIER

Green Tier Legacy Communities hold quarterly meeting in Weston in March.

Green Tier Legacy Communities hold quarterly meeting in Bayfield in July and welcomes the two new GTLC members Eau Claire and Monona.

Green Tier Legacy Communities hold planning retreat in Madison in September.

LaCrosse becomes a Green Tier city in October.



BY PASSED THE BY PASSES!

After meeting with 1000 Friends of Wisconsin and with the help of Rep. Evan Wynn, the town of Koshkonong presents over 800 petitions to WisDOT opposing plans to build Hwy 12 by-pass around Fort Atkinson (through Town of Koshkonong). Shortly thereafter, WisDOT announces plans to shelve the proposed by-pass. Town of Koshkonong joins 1000 Friends of Wisconsin membership rolls!

1000 Friends of Wisconsin meets with activists in Janesville opposed to the construction of a planned by-pass to the west of the city. Senator Tim Cullen and Rep. Evan Wynn subsequently meet with WisDOT Secretary Mark Gottlieb. Shortly thereafter, WisDOT announces plans to shelve Hwy 14 by-pass around Janesville

STORMWATER CONTROL

Fund for Lake Michigan awards \$246,000 to 1000 Friends of Wisconsin to work with 9 communities and the Milwaukee Metropolitan Sewerage District to develop model stormwater control ordinances: Wauwatosa, Greenfield, Butler, Elm Grove, City of Milwaukee, Brookfield, West Milwaukee, Menomonee Falls, and Germantown. Milwaukee County is also a partner.

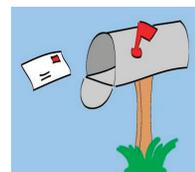
FAIR SHARE COALITION

1000 Friends of Wisconsin addresses Towns Association Annual Council Meeting in Stevens Point to ask support for Fair Share Coalition constitutional amendment to award 50% of Transportation Fund revenues to local units of government.

1000 Friends of Wisconsin gives presentations on proposed constitutional amendment regarding a Fair Share for local transportation reimbursements to Ashland, Eau Claire, West Allis, Kaukana, Watertown, Theinsville, Sheboygan, Waupaca, Oshkosh, MidMorraine group of Municipalities, Wisconsin Transportation Finance and Policy Commission, Intergovernmental Cooperation Council of Milwaukee, Wisconsin Towns Association... and several others.

As of this printing the following have adopted resolutions calling for a fair share of transportation funds: West Allis, Slinger, Ashland, Eau Claire, Milwaukee, the towns of Clinton, Cumberland, Maple Plain, Stanley, Washburn, Barksdale, Orange, Shelby, Bradley, Johnson, Winter, Hammel, Neenah, Spider Lake – as well as the American Federation of State, County and Municipal Employees.

Watch for our special fall appeal coming to your mailbox soon! Please consider an extra gift to help us continue to work on these important projects.



Green Downtown

understanding the sustainability of dense urban areas

Matt Covert

Green Downtown Policy Manager

Communities that promote walkability, diversity, and mixed uses while protecting natural amenities and green infrastructure are not only healthier, but also more ecologically, socially, and economically sustainable. This is especially true of denser urban areas and city centers. Recent trends of downtowns slowing or reversing decades-long declines in population and vitality are therefore to be celebrated.

Why and how is this happening? Observers offer several reasons, including the rising cost of car-dependent infrastructure, the housing crisis, and changes in demographics and societal values. Examined through the sustainability lens, we are especially interested in the latter. Could evolving preferences and behaviors around living more sustainably open up downtowns to innovation in neighborhood-scale sustainability efforts?

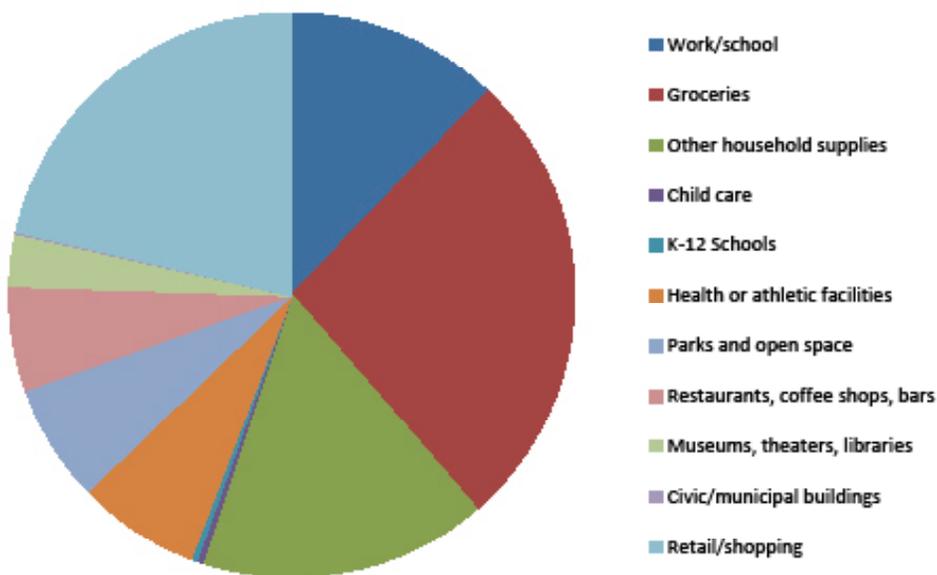
This year, we began an initiative called Green Downtown with two primary objectives. First, we examine what makes Downtown Madison sustainable or unsustainable. Second, we identify ways that downtowns can take advantage of their unique characteristics to enable neighborhood-scale sustainability efforts. To that effect, we conducted a survey of downtown residents that asks 42 questions about a wide range of subjects, from transportation and parking habits to attitudes about neighborhood quality and sustainability.

According to our survey, permanent downtown residents are wealthy and highly educated. Over 50 percent of respondents indicated they have a graduate or professional degree, and a plurality report an annual income of \$150,000 or more. Most are either young professionals or 55 and older.

A large minority of respondents own more than one residence (22 percent). Nearly twice as many respondents own than rent, although this trend may be changing. Low demand for luxury condos has led to developers renting out condos as apartments. It is critical to track owning versus renting year after year to better understand how downtown and the city are changing.

We also asked respondents to indicate the reasons why they moved downtown in the first place. Among the most common include (chart left): interactive and lively neighborhood; restaurants, bars, and coffee shops within walking distance; nearby libraries, theaters, and cultural attractions; and close to retail and shopping destinations.

Reasons for going outside the downtown area, not travel-related



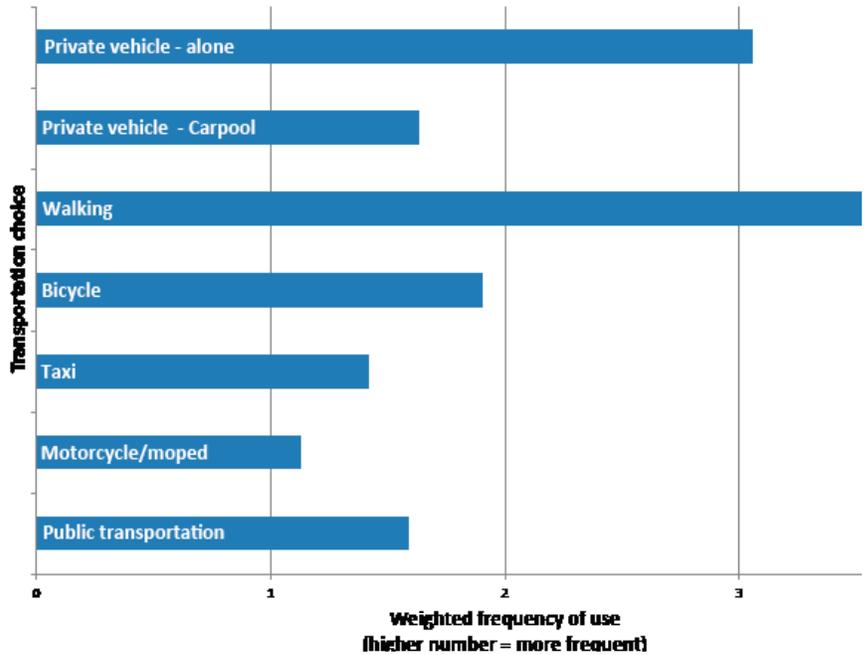
When it comes to transportation, responses were somewhat more surprising. For example, the prevalence of walking conformed to our expectations, given that 54 percent report working or attending school in the downtown area. However, respondents drive alone more than they use bicycles, surprising given the level of bike infrastructure and presence of the B-Cycle bike sharing program. In fact, only 13 percent of respondents had used B-Cycle, and less than 8 percent had used car-sharing, both of which are widely available downtown.

Do downtown residents value the sustainability of their neighborhood? Nearly 80 percent indicated that they view the sustainability of the downtown as somewhat or very important. When asked about what a sustainable neighborhood looks like at street level (figure right), they nearly unanimously identified vibrant and walkable streets and sidewalks as the biggest visual indicator of sustainability. More than two-thirds also identified green space and natural areas and quality public spaces as strong indicators. More “traditional” indicators, like renewable energy or the widespread use of alternative transportation, were less widely cited.

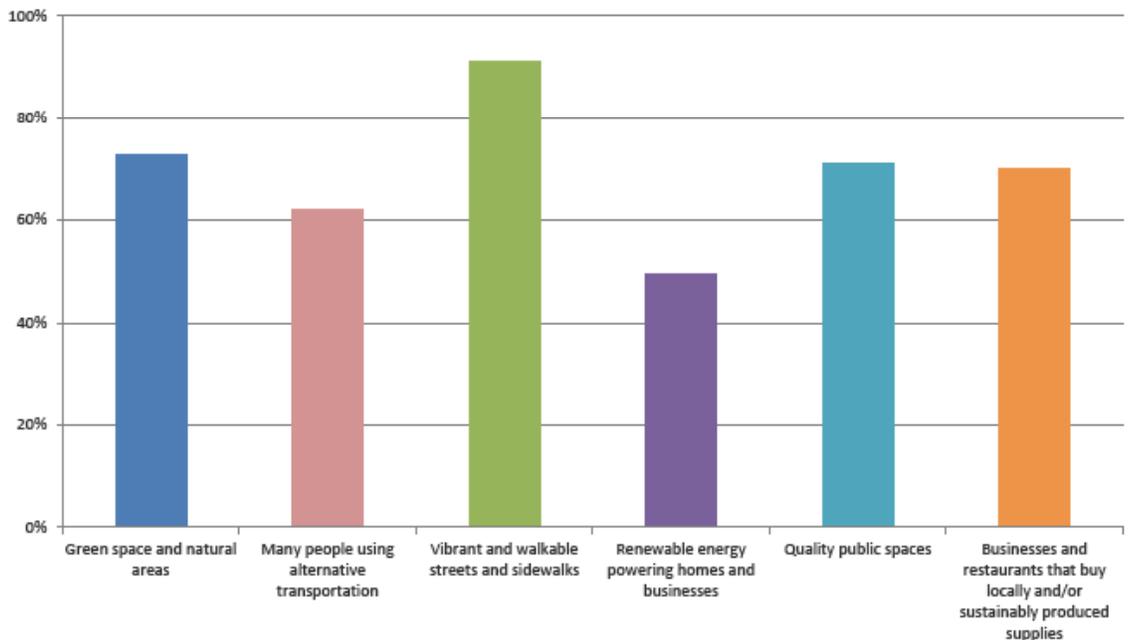
What does this tell us? Downtown residents value sustainability as a neighborhood attribute. They also understand that sustainability is about more than individual energy use and consumer choices. The nature of the built environment (especially the streetscape and public areas) is critical to overall neighborhood sustainability.

This is the first step in using this survey to explore what makes a sustainable downtown. Next, we hope to address more

Frequency of use of various transportation choices in a typical week



Percentage of respondents indicating visual cues to a sustainable neighborhood



complicated questions, such as, are different attitudes about sustainability correlated with different demographic groups, or people who have lived downtown for different lengths of time? Hopefully, an in-depth and replicable survey will help us better understand the demographic drivers of urban sustainability at the neighborhood scale.   

Annual Report

2011 Highlights

Green Tier Legacy Communities

The Green Tier Legacy Community Charter was kicked off in December of 2010. In 2011, we worked with the five charter member communities (Appleton, Bayfield, Fitchburg, Middleton and the Village of Weston) to begin implementation. We held quarterly meeting with invited speakers and presentations, we established a website (Greentiercommunities.org) and formed an executive committee to develop the structure for the sustainability program. We also began recruitment efforts for new communities that has paid dividends in 2012.



Highway 23 Victory

We continued our work towards improving communities by supporting policies that give residents more choice in the mode of travel. Specifically we promoted funding measures for transit and fought efforts to cut transit support at the state level. While transit did suffer setbacks in the last biennial budget (repeal of Regional Transit Authority legislation and a 10% cut in state aids) we worked with others to stave off a proposal that would have cut all segregated transportation fund support for transit – virtually assuring the death of transit in Wisconsin.

We also worked to stop senseless spending on road projects that provide no benefits. We sued the Department of Transportation to stop highway 23, arguing that they had conducted improper hearings, performed an inadequate review of the project in their Environmental Impact Statement and underestimated the amount of damage done to wetlands and farmland. Rather than go to trial, WisDOT agreed to address all of our claims in a new, complete review of the project.

Southeastern Wisconsin Watershed Trust

We continued our work making the link between good land use policies and clean water through our work with the Southeastern Wisconsin Watershed Trust. As a part of that effort, we sponsored a design competition among college seniors at Marquette University and the University of Wisconsin-Milwaukee that focused on retrofitting existing infrastructure with Green Design principles. We also worked within the coalition to promote activities that encourage the public to implement measures on their properties that encourage the public to implement measures on their property that help reduce polluted runoff to nearby rivers and lakes.



Friends & Founders event honored Walter John Chilsen & Arlen Christenson

Over 150 friends and family joined in a tribute to Arlen and Walter John as they were recognized for their leadership as founding board members of 1000 Friends.



Deb Nemeth

Time to think about the Community Shares of Wisconsin Workplace Giving Campaign

Community Shares of Wisconsin raises funds for its member organizations through workplace giving campaigns. Each fall, you are given the opportunity to designate non-profits of your choice.

Please designate **1000 Friends** once again this year. And, when given the choice to receive an acknowledgement, please say 'yes'. Otherwise, we are not given notice of your gift and you will not receive this newsletter!

Coming Soon

Benchmarks 2012

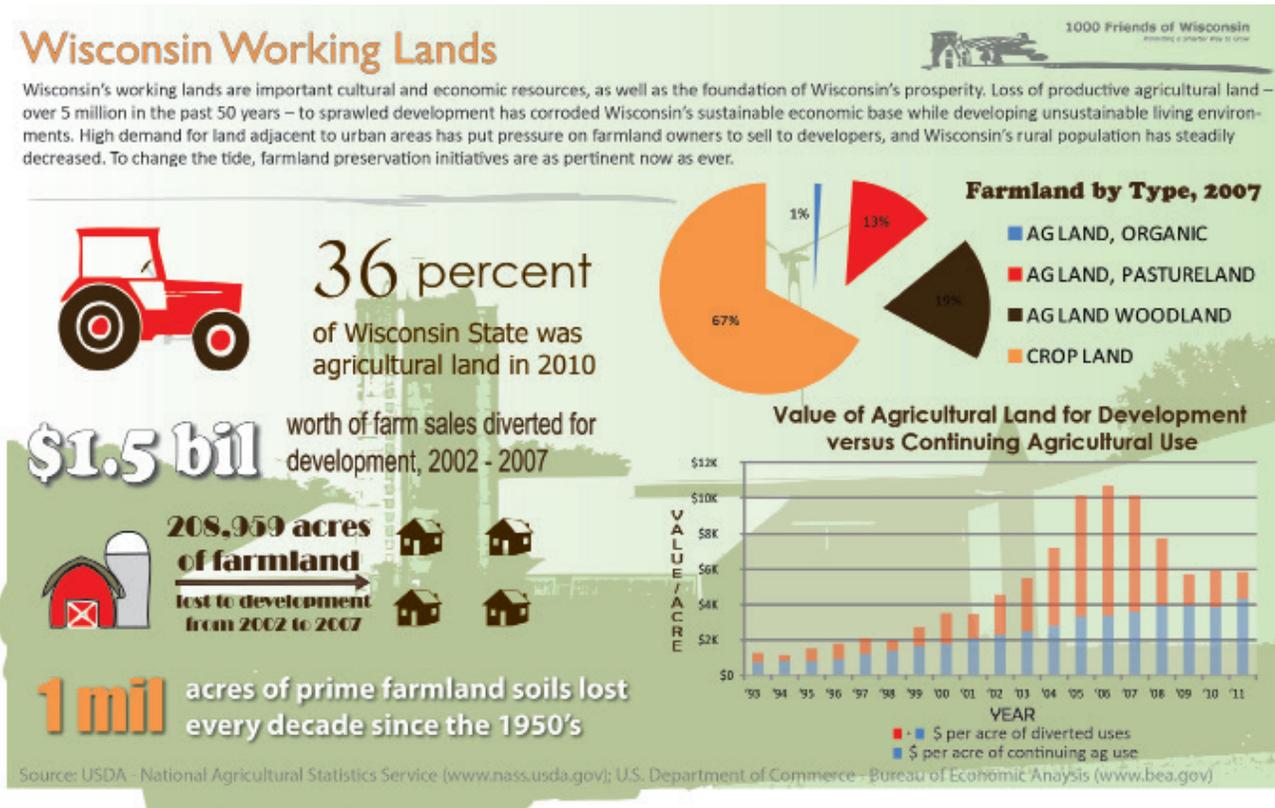
The Benchmarks Report is a record of land use trends in Wisconsin. This record is our foundation: a way to recognize the big picture of our Wisconsin home in terms of the past, present, and future. Analysis of these trends helps guide urban planners, policy makers and local community members to envision a future that takes into account what we know, such as ecological science; what we want, such as equitable, high-quality, convenient urban regions; and need, such as clean air, safe environments for children, and sustainable public transportation. In 2000, 1000 Friends of Wisconsin published its Benchmarks Report: an overview of Wisconsin land use focused on cities, farmland, wildlands, cultural heritage and infrastructure. Statistics from that report pointed to a development phenomenon closely scrutinized at the time: sprawl.

Twelve year later, in 2012, we will be publishing an updated Benchmarks report, using new styles, media, and analyses. Our 2012 edition will incorporate relevant data trends from between 2000 and 2012, comparing our state's land use over the past twelve years, and we will be analyzing this new data in perspective of reliable historic census data, beginning in

the 1960s. The 2012 edition will take a step beyond print: all of the report will be available on the 1kfriends.org website in media-rich presentations which use graphically-focused content and user-interactivity. We are excited about this new development, as well as the feasibility of continuously updating the Benchmarks Project!

Below is a preview of what you can expect to find in the 2012 Benchmarks Online Edition, in the category of "Working Lands."

The Benchmarks Project is meant to be a guide for interested and concerned citizens. In the spirit of transparency and independent monitoring of public information, we present this guide as a resource for local community members who care about land-use in their municipality and wish to democratically influence policies which affect their lives. Hopefully a deeper public understanding of land use realities and measured trends will provide fuel for the initiative to "make great communities happen."



Graphic: Alex London

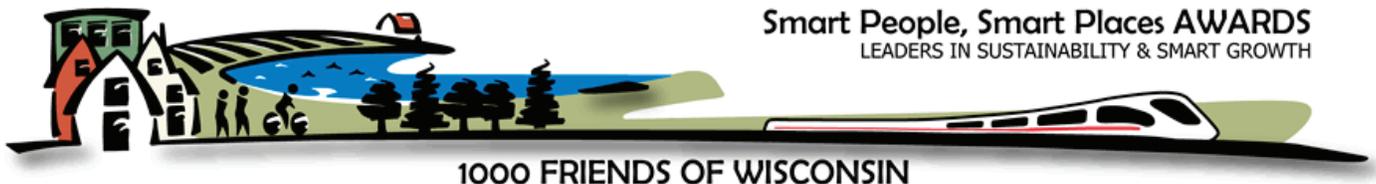


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16 North Carroll Street
Suite 810
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www.1kfriends.org



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1000 FRIENDS OF WISCONSIN

Smart People, Smart Places

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