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1000 FRIENDS OF WISCONSIN

# LANDSCAPES

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Fall 2015



**Smart Growth  
Comprehensive  
Planning  
Under Attack!**  
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# The Director's Desk

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Newsletter design: Deb Nemeth

## 1000 Friends of Wisconsin

We promote land use policies and activities that advance healthy communities, positive economic outcomes and environmental benefits in Wisconsin.

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Visit our website  
[www.1kfriends.org](http://www.1kfriends.org)

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## SMART GROWTH UNDER ATTACK

### PROPOSAL WOULD REPEAL OPEN COMMUNITY BASED PLANNING

As we were going to press, I received a message that a bill is being introduced to repeal the state's Smart Growth law. It's hard to believe that after 15 years of success – helping communities have an open planning process for their future - there are still legislators who don't understand the law or how it works.

### Here is how the law is being portrayed by the authors of the repeal effort:

*While well-intentioned, Wisconsin Smart Growth policies require local governments to make undesirable land use decisions and violate personal property rights by restricting landowner usage in deference to prescriptive, state-mandated comprehensive plans. These forced local land use decisions can drastically limit ways property owners can use their land, often driving down rural property values and inflating urban housing costs.*

**It would be hard to come up with a less accurate description. Smart Growth assures that the community has a say in the use of land. It is a true property rights law.**

We will need a tremendous outpouring of support for the law and examples of how the law helped communities develop in better ways. Please send us your examples of good results from Comprehensive Planning so we can let people know how well it works! [friends@1kfriends.org](mailto:friends@1kfriends.org)

We will need your support as never before to stop the unraveling of progress in promoting good, community based approaches to land use.

Please contact your legislators and ask them to OPPOSE the repeal of the state's Smart Growth law.

Visit our website for more information or give us a call at 608-259-1000.

We are here to help you have a say in how your community develops. We've been here promoting healthy, strong communities for almost 20 years!

We won't stop now.



# Changing Demographics

Steve Hiniker, Executive Director

Wisconsin's population is getting older and in 25 years nearly 800,000 people in the state will be over the age of 65 – nearly double today's number. At the same time, we will add only about 50,000 people under the age of 65 or roughly the same as today. (This sobering news comes from the latest population projections from the UW-Madison Applied Population Lab.)

That change will have staggering effects on the state's economy, schools, neighborhoods, housing and transportation needs. We will be focusing on these changes and to deal with them at our Seismic Shift Conference/Workshop on September 29.

One likely outcome of a growing elderly population is a growth of cities and villages where there are more accessible services and amenities. That will require more compact housing as well as better transportation options. It also means lighter pressure on natural areas as more people become urban.

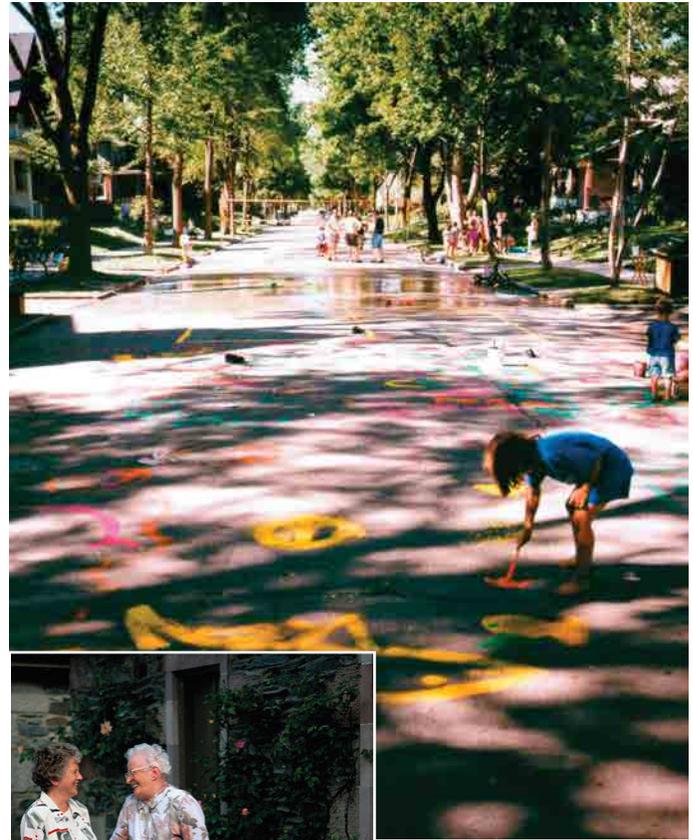
We should begin preparing now for likely urban growth. We should be using planning tools to begin the construction of modern transit systems in growing communities. We should stop expecting traffic to grow at rates not seen since the 1980's.

We'll also need to enhance degraded resources in urban areas like streams and lakes. Many urban areas have outstanding natural features - think Milwaukee's lakefront or Madison's Isthmus. We need to protect those assets and improve water quality in communities throughout the state.

We're working on all of these issues and we give snapshots of our work and our successes in this newsletter. Please feel free to contact us directly to learn more about our programs and how they can help you build a better tomorrow for Wisconsin.

Checkout our website for complete information:  
1kfriends.org

Follow us on Facebook and Twitter too!



## What We've Been Up to - 2015

At least one bipartisan agreement came out of this year's budget: it was horrible. Republicans and Democrats both panned Governor Walker's proposed budget and members from both parties didn't like the process or the outcome. In the end we were left with a budget that puts off tough decisions about transportation funding and makes needless cuts to essential programs.

The final budget calls for an end to the "complete streets" program (even though they save lives and increase property values), fewer dollars for protecting lands under the Stewardship fund, weaker zoning powers to protect lakeshores, fewer scientists at the DNR to provide fact-based policies, and a weakened commitment to higher education (that provides a strong scientific basis for environmental protection.)

Yet despite all of these shortcomings there is a lot of good news for us to report:

- Despite Governor Walker's veto of a planned audit for the state's sorry Department of Transportation, the legislature will order the Legislative Audit Bureau to investigate practices at the WisDOT.
- The "Billion Dollar Boondoggle" (aka Miller Park double deck freeway) that Governor Walker proposed to build was nixed in the state budget.
- Transit and local road spending got a small boost while several major highway expansion projects were slowed.
- The legislature rejected Governor Walker's proposed freeze on Stewardship spending and assured that bipartisan support for the program continues (although at a much more modest funding level).
- Outside of the budget, we went to court and scored a precedent-setting legal victory that stopped Highway 23 from construction this summer by calling into question WisDOT's traffic projections.
- We have started a new chapter in our Great Neighborhoods initiative by adding Tom Pearce to our staff to create better public places in underserved neighborhoods in Madison.
- We have teamed up with the 16th Street Community Health Center in Milwaukee to promote a better understanding and increased use of "green infrastructure" with a unique tool developed by Climate Interactive.
- We are nearing completion of our audit of the codes and ordinances of 28 communities in southeast Wisconsin that will expand the use of green infrastructure to address flooding and stormwater runoff.
- We continue to watchdog and expose policies at the Wisconsin Department of Transportation that limit investment in transit, biking and walking and other forms of local transportation.
- We have teamed up with the Wisconsin Energy Conservation Corporation (WECC) to boost the efforts of Green Tier Legacy Communities to achieve significantly better energy efficiency in their communities.

So while things continue to look grim for progress on most environmental issues in the capitol, we have continued to make amazing progress on helping communities across the state become better places to live. Thanks to all of our members and supporters for making this possible.

Special thanks also to our corporate and foundation funders: Carolyn Foundation, Madison Gas and Electric, Osprey Foundation, REAMP, Godfrey and Kahn Law S.C., City of Madison, Wisconsin Coastal Management Grant Program, 16th Street Community Health Center, Milwaukee Metropolitan Sewerage District, WisPIRG, WE Energies, Sea Grant and the Fund for Lake Michigan.

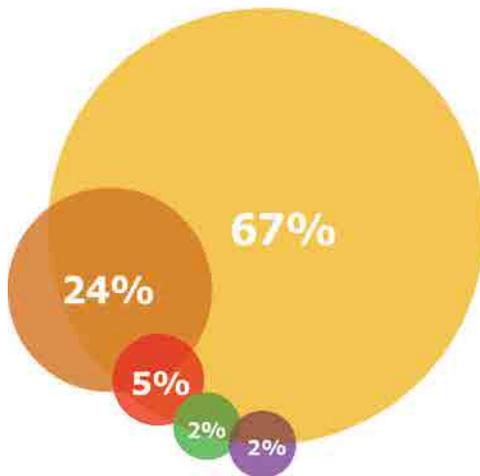


## A look back at 2014

*Thanks to our members, funders and friends - we had a great 2014!*

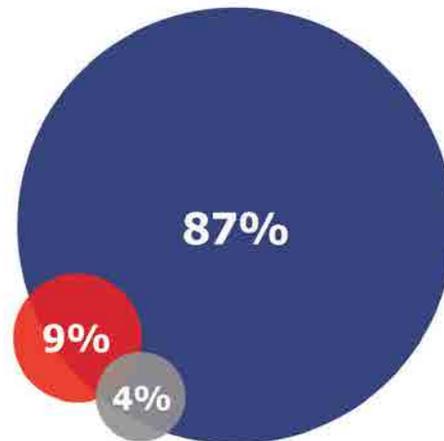
- We have grown our Green Tier Legacy Communities program to include 12 municipalities across the state.
- We facilitated the creation of a Green Tier Charter for the 30th Street Corridor in Milwaukee
- We worked with over 20 communities in the Menomonee, Kinnickinnic, and Milwaukee Rivers Watersheds to improve Green Infrastructure.
- We expanded our Great Neighborhoods Program to work in under-served communities to build better public spaces and hired a program director.
- We successfully fought wasteful spending on highway expansion.
- We teamed up with Wisconsin Energy Conservation Corporation to enhance the GTLC Energy Task Force, helping to benchmark energy use and use PACE financing to reduce energy consumption.
- We worked with the 16th Street Community Health Center in Milwaukee to promote the use of green infrastructure through a new tool that graphically demonstrates the benefits of green infrastructure.

### Revenue 2014



**Grant Income**  
**Membership Contributions**  
**Other Revenue**  
**Corporate Membership**  
**Bequests**

### Expenses 2014



**Program Expenses**  
**Management/General**  
**Fundraising**

## Green Infrastructure: Innovative Approach = Success

Kate Morgan, Water Policy Director

Green infrastructure (GI) is an approach to water management that protects, restores, or mimics the natural water cycle. GI is effective, economical, and enhances community safety and quality of life. It means planting trees and restoring wetlands, rather than building a costly new water treatment plant.



In the fall of 2012, we began work on a pilot project to promote the use of green infrastructure with a group of nine municipal partners in the Menomonee River watershed. The project was funded by a grant from the Fund for Lake Michigan. We assembled a great project team with considerable experience and expertise.



The goal was to promote greater use of green infrastructure practices by identifying barriers to GI use within municipal codes and ordinances. An in depth review of local regulations led to recommended changes that will enable and encourage GI practices. A detailed audit tool was developed; a robust review was conducted; and then we worked with our municipal partners to closely examine their regulations. The approach was innovative and attracted the attention of the Bob Newport, Stormwater Specialist for the EPA Region 5. He encouraged us to get the word out about the project.

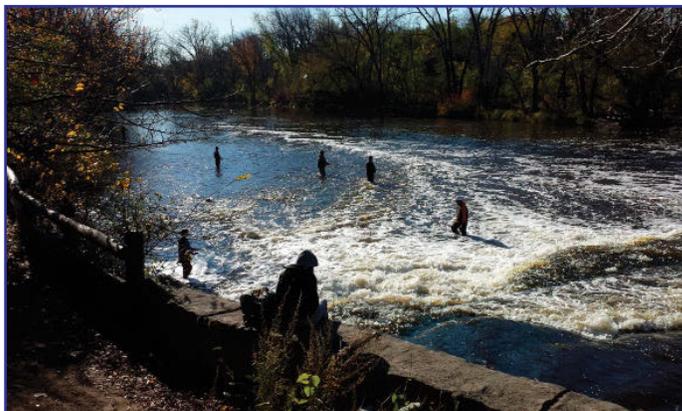
We took his advice and presented locally at the Clean Rivers, Clean Lake Conference; state-wide at the WI Chapter of the American Planning Association conference (WI APA); regionally at the State of the Lake Conference; and nationally at the International Low Impact Development Conference and the Water Environment Federation's annual conference.

Building on the success of the pilot project, we received additional support from MMSD and from the Wisconsin Coastal Management Program expanding the work to additional communities in southeastern Wisconsin. By the end of March 2016, we will have conducted the audits and completed the process of review for 28 municipalities in the MMSD Service Area.

The project is now moving into a new phase. Staff from Wisconsin Sea Grant attended our presentation at both the State of the Lake Conference and WI APA conference. They saw an opportunity to leverage our work with their goal of providing communities with tools to help build climate resilience through the use of green infrastructure.

Wisconsin Sea Grant contracted with 1000 Friends to present a codes clinic for municipalities in northeastern Wisconsin based on our GI work in the Greater Milwaukee Metropolitan Area. They also asked us to develop a guidebook adapting our approach to help municipalities and communities throughout the state undertake an independent review of their local regulations in order to promote and encourage greater use of green infrastructure. The clinic was held June 18 at UW-Green Bay with over 20 participants; the guidebook is in development and will be available in early 2016.

*Thanks to our funders: Milwaukee Metropolitan Sewage District, Fund for Lake Michigan, Wisconsin Coastal Management Program and Wisconsin Sea Grant.*

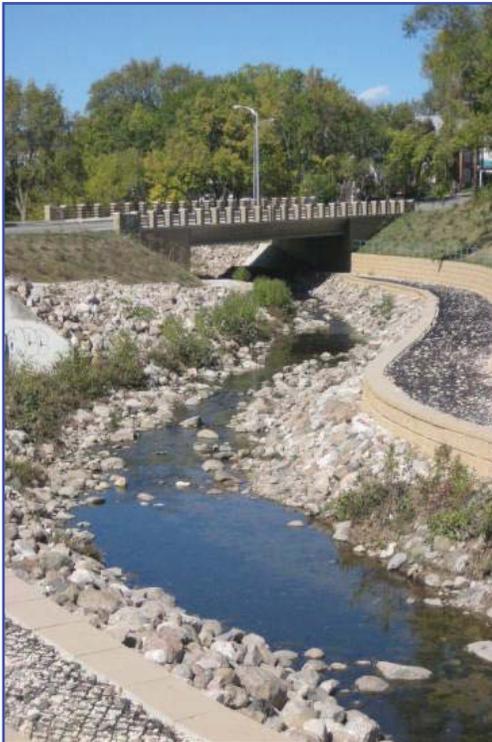


# New Green Infrastructure Tool

## Pilot Program Introduced in KK Watershed

Steve Brachman, 30th Street Corridor Project Manager

The Green Infrastructure Scenario Tool (GIST) was launched this year as a first-in-the-nation pilot program. Through a series of five workshops, 1000 Friends of Wisconsin, in collaboration with Climate Interactive and the Sixteenth Street Community Health Centers, led over 60 participants in an effort to improve understanding of the many co-benefits of green infrastructure investment for one of the most urbanized areas in the state, the Kinnickinnic River watershed.



Focusing on the cities of Greenfield, West Allis, and Milwaukee, the team led participants through a series of computer-based exercises allowing them to explore the various possibilities for green infrastructure. By adjusting the mix of grey to green infrastructure, participants were able to identify a preferred strategy that would not only address flooding and basement backups, but also provide additional co-benefits such as improved air quality and green space.

The results were impressive and included:

- Participants identified over 70 potential green infrastructure projects, ranging from residential rain barrel and rain gardens to major private sector developments.
- Green infrastructure generates multiple co-benefits, but results vary depending on participation by different stakeholder groups.
- The mix of green infrastructure investments can have a significant impact on co-benefits. For example investing in more green space than porous pavement produces more co-benefits.
- Participants agreed and are willing to support a broader coordinated regional voice for green infrastructure.

Future plans for the GIST are numerous. Other US cities have expressed an interest in using the software to improve understanding of green infrastructure and Climate Interactive will lead efforts in their communities.

This initiative will continue to strengthen the call for green infrastructure throughout the Milwaukee area. Finally, the Wisconsin Association for Floodplain, Stormwater, and Coastal Management (WAFSCM) will host an additional GIST training opportunity as part of their conference on November 4, 2015.



# Billions at Stake with State Audit

## Big Implications for State Finances

Ashwat Anandanarayanan, Transportation Policy Analyst

Every year, for decades, Wisconsin has used hundreds of millions of federal dollars to expand the state's highway system. While the state has benefited from many necessary new highway projects, much of the money has been wasted on needless, costly sprawl-inducing road projects.

Key to getting those federal dollars for projects is to show that projected road expansion is necessary because of growing traffic and congestion. For decades, Wisconsin's Department of Transportation (WisDOT) has been making traffic forecasts that haven't come close to reality --- and they have refused to show how they make traffic projections. And for decades, Wisconsin has been on a road building binge that defies all logic --- paid in part by federal tax dollars.

A proposed new state audit of the WisDOT could change all of that. And a lawsuit by 1000 Friends of Wisconsin is a primary reason for that audit.

In 2010, 1000 Friends filed a lawsuit challenging (among other things) the WisDOT traffic projections for a 21 miles stretch of State Highway 23 east of Fond du Lac that was scheduled to be widened. We argued that the state's traffic projections were not credible given lower traffic counts for the past decade and lower population growth than expected near Fond du Lac. When WisDOT refused to show how they reached their numbers, the federal judge ruled that no federal dollars could be used for the project until WisDOT shows how they justified their projections. We are still waiting for the WisDOT response.

As a result of our legal victory, we called for a moratorium on any new road expansion projects until an independent audit was conducted to assure that we are not using flawed modeling to justify spending hundreds of millions of dollars.

The legislature then called for the state Audit Bureau to conduct an audit of WisDOT in the state budget. While the governor vetoed that provision, key legislators have made it clear that an audit will occur this fall.

The audit could have big implications for state finances. A finding that WisDOT has exaggerated traffic projections would likely mean a lot less spending on big highway expansions. That, in turn, would mean a lot less pressure on state financing and more resources for other needs ranging from local transportation needs like local roads and transit to general fund spending.

1000 Friends will actively monitor the upcoming audit.

## Hwy 23 Update



In May, U.S. District Court Judge Lynn Adelman, ordered a stop to any federal funding for Hwy 23 expansion until WisDOT can demonstrate how it projected significant traffic growth on the rural road. WisDOT asked for an extension until the end of August to make their case. At the end of August, WisDOT asked for another extension.

# By the Numbers



## \$1 Billion

Cost of **expanding 3.5 Miles** of I-94 in Milwaukee.



## \$994 Million

Cost of **maintaining 11,000 miles** of highway across the state for **1 year**.



## \$14 Million

Cost of **building one mile** of urban roadway



## Complete Streets are Safe Streets



**FOR EVERYONE**



Expected savings from cutting Complete Streets Program:

**\$190,000** per year



% of Transportation Budget saved by cutting Complete Streets:

**.0006%**



Number of years complete streets could have been funded by just cutting one mile of urban roadway:

**73 years**



Estimated annual savings with Complete Streets Program:

**\$18 million** per year

- savings in the cost of deaths, injuries and property damage
- adds to property tax revenues due to increased home values
- increased income tax revenues due to more businesses and jobs

# Building Great Places One Community at a Time

Tom Pearce, Great Neighborhoods Program Manager

What are the key elements of a great neighborhood? Good housing, jobs, access to shopping, transportation and entertainment are all important. Without walkable streets that provide places for people to meet neighbors may never know each other's name. For someone to feel connected to their neighborhood, they need to walk and talk, relax and play and go places with the people in their neighborhood.

Great neighborhoods are created by the people who live and work there. Our work focuses on engaging neighbors to find spaces with potential, express their desires and needs, and then work to make their vision a reality. When great spaces have been created, neighbors will feel ownership and continue to shape them with activities and events.

This year, we continued our great neighborhoods project in Madison, and as a first step conducted research in neighborhoods we believe have the potential and need for projects. We met with local non-profits, community centers, and city neighborhood staff to get a picture of how resources are already being used in the city and how we can compliment them.



In August we connected with south Madison neighborhoods next to Park Street and led a series of eight community walks. These lunch hour walks

were a chance for neighbors, as well as people who work at the Villager Mall, to get to know each other and the spaces and businesses along south Park Street. We discussed the history of the neighborhoods, how a street can accommodate all modes of transportation, and most importantly, what changes the neighbors would like to see, both big and small. We had several guest speakers, including Ruben Anthony, President of the Urban League of Greater Madison, program staff from the Catholic Multicultural Center, Brian Linaberry of the city's Neighborhood Resource Team, and our very own traffic expert, Ash.



**Welcome!  
Tom Pearce  
Great Neighborhoods  
Project Manager**



Moving forward we will continue to meet with community members to discuss their vision for the spaces that have high potential and work with neighbors and businesses to create great spaces. Also in the works is a series of walks to connect neighbors to local businesses to find out how to better serve those relationships. We will continue to talk with more neighborhoods on the west and north sides of the city and engage neighbors in making their neighborhoods the way they want them to be. We're excited about helping to build great neighborhoods in Madison!

# Around the State

## Placemaking - Milwaukee

Featuring Fred Kent - Project for Public Spaces April 15, 2015



Hosted by 1000 Friends of Wisconsin with support from Milwaukee Downtown. BID #21

SPONSORS: WE Energies, Godfrey & Kahn, GREAF, Foley & Lardner, NEWaukee, The Mandel Group, The Greater Milwaukee Committee, Marcus Hotels & Resorts, Northwest Side CDC, Milwaukee Downtown and Transit Express.

In April, 1000 Friends brought Fred Kent, Founder and President of the Project for Public Spaces, to Milwaukee to discuss Placemaking as a movement and how it applies to Wisconsin and Milwaukee.

This full day workshop held at WE Energies hosted planners, developers, community activists, artists, city employees and more.



Fred Kent touring Milwaukee

## Community Walk-Abouts

Find out what makes a walkable street, compare your neighborhood or your favorite walk to others, and learn how you can play a part in building a stronger, healthier community by encouraging walking.

Contact Tom Pearce to schedule a walk in your community. [tpearce@1kfriends.org](mailto:tpearce@1kfriends.org)



## Port Washington Walk-About

Steve Hiniker, Tom Pearce, and board member Jeff Rothstein joined Mayor Tom Mlada and the Port Washington Active Communities group for a walking tour of downtown Port Washington. On the walk from City Hall to the Lakefront marina, the hot topic was connecting downtown to the Ozaukee Interurban bicycle and pedestrian trail with better wayfinding and a clearly defined connection from the east to west across the marina parking lot. Heading north, the group looked at a possible restoration site and boat launch at the end of the marina. Circling back towards City Hall, we talked about a road diet for E Jackson St., infill projects on excess surface parking lots, and general ideas for increasing pedestrian activity. There's great potential for this already excellent and cozy downtown.

## Summer Intern



Erica Rattunde is a sophomore at University of Wisconsin- Stevens Point, majoring in Business Administration and Accounting. As a graduate school hopeful, this summer she worked on the Benchmarks project at 1000 Friends of Wisconsin. In the future, Erika hopes to contribute to developing a more efficient and accessible public transportation system.

Thanks Erica!



Concrete carries runoff directly to the lake.





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### COMMUNITY SHARES OF WISCONSIN 2015 COMMUNITY CHANGE-MAKER AWARDS

#### ***Congratulations to Jean Wells***

1kFriends board member and treasurer, Jean Wells, was honored at the annual Community Shares of Wisconsin awards event as a Backyard Hero.

## Welcome New Friends

Dan O'Callaghan 3497, Steven Delain 3507, Jeffrey Green 3511, Jacob Immel 3502, Richard Lavigne 3501, Jeremy Levin 3506, Gregg May 3500, Matt McGuire 3508, Neil Prendergast 3510, Nathaniel Reimer 3498, Clare Seguin 3509, Bekah Stauffacher 3503, John Stolzenberg 3499, Anna Strand 3504, Bonnie Thompson 3505.

