

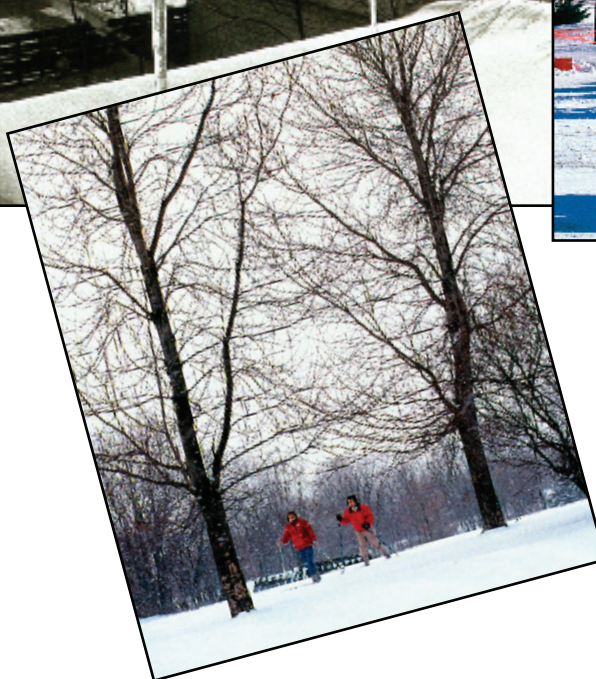
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1000 FRIENDS OF WISCONSIN

# LANDSCAPES

Volume 11, Number 3

Winter 2007



**Snapshots of Winter in Wisconsin**

*Let's make sure these scenes are part of our future too!*

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# The Director's Desk

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

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*Our website has daily updates:*  
[www.1kfriends.org](http://www.1kfriends.org)



Although this edition of Landscapes is full of articles regarding land use and global warming – this issue is really about our future.

Even if all of the scientists are wrong about global warming or if there really was nothing we could do about it – we would still be working for the policies outlined in this newsletter. Our policies do help reduce greenhouse emissions that are threatening to alter our environment. But that is really a very fortunate side effect of our work.

We support policies that are intended to curb sprawl and to make our communities safer, cleaner and better places to live. These policies will help communities grow stronger over time – ensuring that we leave an enduring legacy of stewardship and healthy communities for future generations. Our work is intended to slow the loss of farmlands; end the creep of malls and big box retail stores across our horizon and to promote new investment in our existing communities. This is the work that we have undertaken ever since we became an organization in 1996.

We are strong advocates for the policies discussed in this issue. Compact neighborhoods or Traditional Neighborhood Design help grow communities that are stronger through the bonds that are built with neighbors. They are friendly to pedestrians because they have destinations that are accessible and desirable. They are less dependent on the automobile which makes the air cleaner and the streets safer. Transit becomes a real option when communities are designed with a higher density.

Of course, this is also all very good for reducing greenhouse gases, since this reduces the need to drive and transportation accounts for nearly one third of our greenhouse gas emissions in Wisconsin.

Our work for sustainable development by creating “eco-communities” helps reduce consumption of natural resources. That saves money for the community and it helps reduce the use of toxic materials, making the community a healthier place to live.

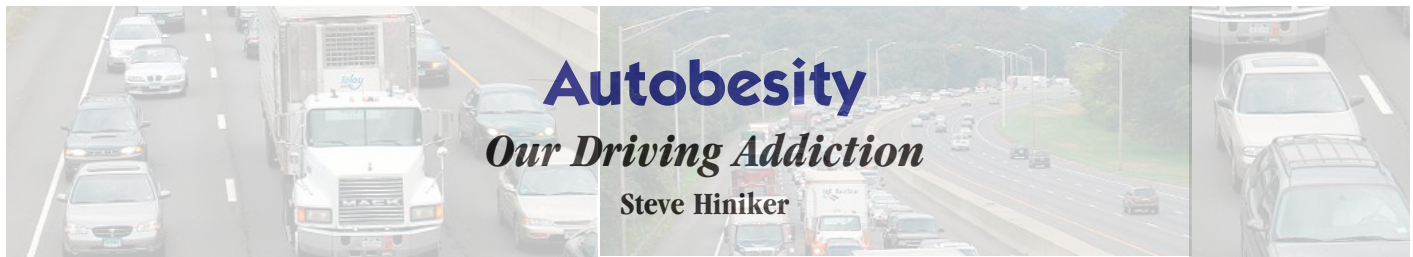
These policies are all good for communities and the people who live in them. The policies lay the framework for a brighter future for our state. They are worth fighting for.

And, yes, these policies are also very important to reducing greenhouse gas emissions as well.

Happy Holidays.

*Steve Hiniker*





# Autobesity

## *Our Driving Addiction*

Steve Hiniker

**F**ace it. We have a driving problem, and it's killing us.

We are addicted to driving, and we are in denial about it. We lash out at those who bring it to our attention and label them as "anti-car." Unfortunately that is about as constructive as labeling a doctor as "anti-food" if that doctor recommends a diet.

The signs of *autobesity* are everywhere. If miles were calories, we would be in intensive care. Last year, Wisconsinites racked up an unbelievable 60 billion miles behind the wheel. Each one of us drove, on average, twice as many miles as drivers 25 years ago. We spend, on average, \$7,000 a year per car on our addiction.

Our driving addiction is costing lives, dollars and destroyed communities every day. In Wisconsin, there is a motor vehicle crash once every five minutes, an injury every 14 minutes, and a fatality every 11 hours. We use euphemisms to rationalize horrible side effects of driving. Though we refer to car crashes as "accidents," almost all car crashes are avoidable events.

Like most addictions, we are often oblivious to the consequences our habit has on others. Motor vehicles are the principal cause of ozone air pollution and contribute to about one-third of our global warming gas emissions. Highways have destroyed vibrant neighborhoods throughout the state and more neighborhoods are at risk because of expansion plans. Farmland, wetlands and cultural resources are all too frequent victims of road expansion.

Our fixation with driving leads us to build new housing, shopping centers and job centers that are entirely auto-dependent. It is no longer an option to have a car in the typical new development in Wisconsin – it is a requirement.

Unfortunately, those who do still walk face increasing obstacles. No sidewalks mean pedestrians must risk sharing the street with cars to reach any destination. In other words, society becomes an obstacle when we get behind the wheel.

As we lose pedestrians, we lose the human connections that make safe and healthy neighborhoods. We lose identity and our communities become merely a collection of buildings connected by roads.

*So if autobesity is killing us, what can we do about it?*

Like eating, we need to drive. And, like eating, driving can be fun. And, like eating habits, we can develop healthy driving habits. Recognizing that cars can be an obsession doesn't mean that cars are bad – nor do we need to

take the fun out of driving. Just as we like good food, we can enjoy nice cars. We just need to know when to say "enough."

We need to stop investing in development that requires driving. The proposed \$25 million interchange to feed cars into a proposed mall at Pabst Farms in Oconomowoc is a good example of auto-dependent development that should not be subsidized by state taxpayers. The mall will stand like a chocolate fudge cake with sour cream frosting for the autobesity crowd.

We should invest in healthy alternatives that don't require a driver's license for admission. Transit oriented development can accommodate auto traffic while allowing and encouraging access by pedestrians and transit users. Oconomowoc would be better served by re-establishing rail service to Milwaukee and Madison. New retail could be incorporated with downtown plans accommodating cars as well as shoppers and workers arriving by train service. We would also have less cars clogging up the interstate and spilling over to local streets.

The choice is clear: Feed autobesity with the junk food diet like the Pabst Farms Mall interchange or start a new healthy multi-modal diet that helps build sustainable communities.

### Endangered Bipeds



### **Bipedus asphyxiatus**

Cars and trucks emit pollutants that have detrimental human health effects in addition to causing global warming. The young, old and asthmatic are particularly vulnerable.

B.C. Brown, [www.pedestrianobserver.net](http://www.pedestrianobserver.net)



# The Power of a Tree

## Mitigating Global Climate Change Impacts

**Todd Holschbach**

*Co-Chair, Forestry and Agricultural Work Group  
Director of Government Relations for The Nature Conservancy in Wisconsin*

Planting a tree is still one of the most powerful actions we can take to reduce the release of carbon into our atmosphere, but the promise and potential of Wisconsin's forests, as well as our agricultural lands, to mitigate global climate change impacts is a bit more complex than we may think.

For example, initial and ongoing analysis is currently telling us that, while forest cover has been increasing in Wisconsin, the overall amount of carbon being stored by our forests may actually be decreasing at a rate of up to 9.1 million tons per year. Though our forested lands are not a net emitter of carbon, as was recently discovered of Maine's forests, the amount of carbon they are storing may be decreasing.

This recent finding is both good news and a challenge. The good news is that it confirms that there are activities and existing management techniques that can change and improve the capacity of our forests to store carbon. The challenge is that planting trees (on a large scale) without managing them may decrease a forest's capacity for carbon storage.

Because carbon is found in different concentrations and locations at any given time in a forest's carbon cycle, the management (selective harvesting, thinning, tree selection, etc.) of a forest can enhance the forest's ability to lock up carbon. A healthy medium-aged tree may be sequestering more carbon while an older, dying tree may be sequestering less – and may even be a net carbon emitter. This is not, of course, an argument for cutting down old trees but rather an argument for sustainably managed forests – and for the consideration of additional management techniques that may enhance carbon sequestration.

The Forestry and Agriculture Work Group of the Governor's Task Force on Global Warming is using this type of ongoing analysis to guide us in making policy recommendations to the larger task force. Several of our recommendations focus on the need to strengthen and increase

the capacity of existing forest management programs.

For example, we are recommending that the state's Managed Forest Law be strengthened so that sustainable management practices already employed by thousands of Wisconsin's private landowners enrolled in this forest management program are embraced by the estimated 260,000 private landowners (of 10 or more acres) who are not enrolled.

We are also recommending that, wherever appropriate, trees be planted where they currently do not grow. This measure, along with another recommendation to create additional programs and incentives that prevent the loss of forestland through conversion (development) and/or parcelization, has incredible potential to sequester millions of tons of carbon per year.

One of the work group's most promising and exciting recommendations is the proposal to adopt the Wisconsin Urban Forestry Council's goal of planting 20 million more trees in our urban areas by 2020. Currently, our urban trees are sequestering an estimated 6.1 million tons of carbon. This measure would increase this figure to more than 11 million tons by 2020 – a substantial carbon savings. The eventual 40 percent tree canopy that would be created in our urban areas by this proposed state investment

would also prevent the emission of an estimated 87,000 tons of carbon into our atmosphere due to the natural cooling and heating benefits provided by the canopy.

Though this article focuses on the potential of Wisconsin's trees and forests to mitigate the impacts of global climate change, the Forestry and Agriculture Work Group is also recommending promising and high carbon impact strategies related to agricultural lands and practices. Creating incentives for the capture of methane, encouraging no/low till crop land management and nutrient management (reducing NO<sub>2</sub> emissions) are a few recommended policies that would prevent the emission of millions of tons of greenhouse gases annually.

In Wisconsin, we have always relied on our forests and agricultural lands to keep our economy thriving and to provide incredible nature-based outdoor recreation opportunities. Now we understand that forestry and agricultural practices, as well as the conservation of Wisconsin's existing forests and agricultural lands, also hold incredible potential for carbon sequestration and avoided carbon emissions. These working landscapes will be cornerstones in our state's effort to address the many and varied challenges presented by the current and future impacts of global climate change.

Pine River



Jeff Richter

## The Parking Lot *Ready for Reform*

**Eric Sundquist**, *Senior Associate - Center on Wisconsin Strategy*

When we think of transportation infrastructure, we usually think of highways, streets, sidewalks, transit lines, bike paths, and the like. Yet it is the humble parking lot, rarely included on that list, that may be the most powerful force behind orienting the environment to the automobile, and pushing vehicle-miles traveled – and the resulting emissions – ever higher.

Consider that for every car in the country, there are about five parking spaces, with a combined annualized cost of \$3,000. In 2000, the economic value of all U.S. parking facilities was a stunning \$500 billion.

All that money might be well spent if it were economically efficient and consistent with reasonable planning goals. Unfortunately, it is neither.

Parking is not economically efficient because we usually don't pay for it directly. Of course there is no really "free" parking. Shoppers, for example, cover the costs of "free" parking in higher prices for their purchases, and workers pay for "free" parking via their employer's diversion of money that could be put into salaries or into growing businesses. Because such payment is indirect, there is no incentive for shoppers or workers to use parking efficiently – they get no benefit for using less – and as a result we consume more than is economically optimal. In fact, the price signals are truly perverse: If you walk to a store, while I drive, you subsidize my parking with your purchases.

For years, local governments have made the problem worse, not better. In zoning ordinances, most localities require businesses to provide a minimum number of parking spaces, typically tied to the size of the building. Though these standards are often described as "conservative" measures to avoid congestion on streets, they are really better described as fairly radical government overreaches that have fostered a gross oversupply of parking and raised the price of doing business. The standards are poorly researched and based on peak, rather than average, parking demand. A study in Connecticut during the holiday shopping season found parking lot occupancy averaged just 47 percent. Another study, at several St. Paul, Minn., shopping centers found peak occupancy averaging just 31 percent.

This costly non-optimal parking supply is, among other things, a key barrier to providing affordable housing in all but exurban areas, where land costs are lowest but long-term transportation costs for residents are highest.

It is also contrary to sound planning policy generally. The entire parking infrastructure spreads out homes, offices, and stores, discouraging compact development and encouraging driving by making walking or transit use difficult. In addition, parking lots contribute to environmental problems such as non-point-source water pollution, habitat destruction, and urban heat-island effects.

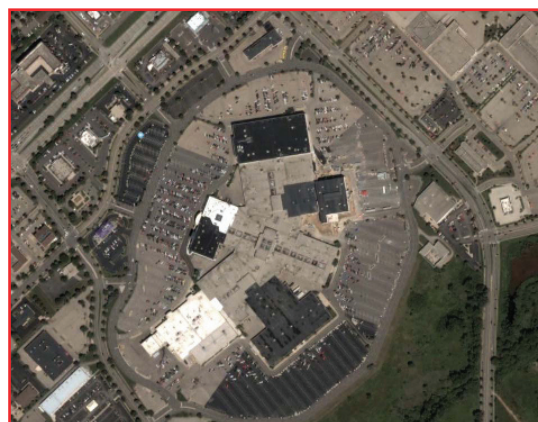
The good news is that this trend can be reversed. Pricing parking correctly and reducing the oversupply have proven to be very powerful incentives to

reducing driving and spurring better development. Specifically, emerging best practices in the field include:

- Allowing workers to take the equivalent of their "free" parking subsidy – the cost incurred by the employer – in cash or in transit passes.
- Allowing developers to satisfy parking requirements through "in-lieu fees," which local governments can use to provide shared, appropriately priced parking for multiple businesses or residences.
- Relaxing or removing minimum parking requirements in zoning codes. Developers may still provide parking to satisfy their markets, but they do not have to meet old, inflexible standards. (In Madison, the Plan Commission is discussing a proposal to relax minimums for retailers and office buildings.)
- Setting parking-supply maximums beyond which developers cannot go. (Another Madison proposal, also before the Plan Commission, would do this.)
- Pricing street parking in commercial areas at the market rate, which is usually well above existing charges.
- Unbundling parking from rents, so renters who don't need parking don't have to pay for it – and the spaces are available for others who do.
- Enacting smart growth strategies to increase potential for non-auto trips and reduce the demand for parking.

Each of these reforms comes with potential problems but not necessarily the ones that seem obvious. Removing parking minimums, for example, might seem to risk overtaxing street parking. But such problems, if they occur, are solvable with measures such as parking meters and residential parking permits. And experience has shown the main problem is just the opposite – provision of parking is so ingrained that developers have failed to take full advantage of the code reform to dial back supply.

Changing parking practices may present political and technical challenges but failing to act is hazardous too. Clearly the inequity, inefficiency, and environmentally damaging aspects of the current system make it ripe for reform.



A typical mall parking lot

## Dane County's Car-Lite Diet:

### *Local Businesses Urge Employees to Lose Those Extra Miles & Pounds of Air Pollution*

**Dave Merritt, Dane County Clean Air Coalition Project Coordinator**

The air we breathe in Dane County currently meets federal air quality standards. But this status cannot be taken for granted. Pollution measurements taken during the past few years indicate that as Dane County's population and economy continues to rapidly grow, our air pollution and global warming problem is also growing fast and actions must be taken to ensure our air remains healthy and our carbon footprint is reduced.

In Dane County, and in so many areas of Wisconsin and the U.S., the cars and trucks we drive, as well as other gasoline and diesel engines that power everything from construction equipment to lawn mowers, are the single biggest source of air pollution and global warming emissions. In fact, a study by the Center for Clean Air Policy finds that the rapid growth in the amount of driving, especially in fast-growing regions like Dane County, may outpace the proposed improvements in vehicle technology and fuel efficiency. There is growing recognition that reducing the miles we travel by car is an essential element of an effective clean air and climate change policy.

The Car-Lite Diet provides ideas to reduce car trips and pounds of pollution by carpooling, vanpooling, taking the bus, walking or biking. Sponsored by the Dane County Clean Air Coalition, employers who participate in this pilot program are given tools to encourage their employees to find ways to reduce their driving. UW Hospital & Clinics, MGE and business tenants at Fiore Co.'s Network222 building have encouraged their employees to lose a few pounds of air pollution by "test driving" the Car-Lite Diet.

"We encourage all our employees and all Dane County residents to make a difference in the fight to keep our air healthy by driving less," said Tim Le Mond, of UW Hospitals and Clinics. "Not only will we be saving money due to the soaring gas prices, but we'll protect our health and quality of life."



In addition to affecting health, pollution has economic impact as well. "The Car-Lite Diet is a great way for businesses to impact our air quality and promote employee initiatives to reduce air pollution," said Jennifer Alexander, President of the Greater Madison Chamber of Commerce. "Healthy air means a healthier economy, which is a win-win for Dane County residents."

Population growth has brought with it a large increase in commuter traffic and in household vehicle travel. From 1990 to 2000, the percentage share of drive-alone work trips countywide increased from 68% to 75%. In comparison, 10% of employees carpooled, 4% took the bus, 2% biked and 6% walked to and from work in 2000.

It is estimated that daily vehicle miles of travel in the central Dane County area increased from 3.5 million in 1980 to 7.6 million in 1990, and to 10.1 million in 2000. The total personal vehicles in Dane County increased from 196,000 in 1980, to 243,000 in 1990, and to 300,000 in 2000. These statistics account in part for the County now being on the cusp of violating clean air regulations, particularly in light of EPA's more stringent standards for ground-level ozone (smog) and fine particle pollution.

Despite these numbers, many Dane County residents have been on their own car-lite diets for years. In 2005, it is estimated that the impacts of the local Rideshare program resulted in a reduction of 18.9 million vehicle miles of travel and 47 and 38 tons of smog-producing nitrogen oxide and volatile organic compound emissions

respectively. Employees choosing smart commute options saved over \$4.5 million in commuting costs.

Transportation sources of air pollution and global warming gases are priority areas of environmental policy in Wisconsin. Governor Jim Doyle created a Task Force on Global Warming that is developing transportation sector solutions to reduce vehicle miles traveled. At the local level, the Madison and Dane County Public Health Department has identified air quality as a priority public health concern.

Many excellent resources in the area make alternatives to single occupancy vehicle travel possible, such as Metro Transit, Community Car carsharing service, Rideshare – a carpool and vanpool ride matching service, employer-provided bus passes, and an extensive bike path system. However, the public needs more awareness of, and better access to, transportation information, coordinated assistance and motivational programs, and real incentives to reduce car trips.

For more information about the Car-Lite Diet, visit [www.carlitediet.com](http://www.carlitediet.com). Madison Environmental Group designed and hosts the Car-Lite Diet program and website, sponsored by the Dane County Clean Air Coalition at [www.healthyairedane.org](http://www.healthyairedane.org).





# Compact Development

## *Traditional Neighborhood Development*

Kevin Pomeroy

Over the past half-century we have experienced incredible transformations in how we build our cities and live. Prior to World War II, the typical organization of American cities and suburbs was by neighborhood, each of which supplied most of our daily needs. Since then most development has been very different: spread out, automobile dependent, and designed only for a single use. Somewhere along the way we forgot how to build a neighborhood for people and instead we got really good at building places for cars. And our amount of driving shows it as we've broken all records since 1980 with our miles increasing at three times the rate of population growth and twice as fast as vehicle registrations.

Transportation accounts for a third of the CO2 emissions in the United States and that share continues to increase each year. For the first time in 20 years, there is a good chance for modest increases in vehicle fuel economy, although even with those improvements CO2 emissions from cars and light trucks are still projected to increase by over 40% by the year 2030. Increases in commute times and vehicle miles traveled have in effect canceled out the benefits of improved fuel economy and technological advances to the automobile.

What are we to do? Any strategy to slow the growth of global warming must include strategies to reduce the transportation portion of the problem. One thing that reduces driving an average of 30% is living in a compact neighborhood. Compact development, often called traditional neighborhood development, doesn't imply that we all move to high rises or live in high density developments, but it can be characterized by:



Kevin Pomeroy

Traditional Neighborhood Development  
in Ion – near Charleston.

- A human scale that is walkable enough to encourage safe and efficient use by walkers, bikers, and transit riders, without excluding automobiles.
- Streets that function as an interconnected network, dispersing traffic and offering a variety of pedestrian and vehicular routes to any destination, while connecting and integrating the neighborhood with surrounding communities.
- An identifiable center that functions as a community gathering place, and identifiable edges that promote a sense of neighborhood identity.
- A variety of housing choices within the same neighborhood, including dwellings that meet the needs and preferences of younger and older people, singles and families, and people of varying income levels.
- A diverse mix of activities and uses, including residences, shops, schools, churches, workplaces, and parks, all in walkable proximity.
- A range of open spaces, greens, and parks that is accessible and convenient to everyone.

The market demand for compact development is expected to grow over the coming decades as household size shrinks and baby boomers retire in record numbers. Surveys indicate that about 1/3 of the real estate market prefers compact development to typical suburban sprawl, although in most housing markets there continues to be an undersupply of compact mixed-use options. At the local level we need to make it easier to build what an increasing number of people want: compact pedestrian friendly neighborhoods. The community will then collect the added benefit of reducing global warming and having healthier residents who drive less and walk more.



Kevin Pomeroy

An example of compact development in Fitchburg.



## Transportation Tips for reducing your carbon footprint

### ***Drive the speed limit!***

If drivers in Wisconsin simply obeyed existing law and drove at the posted 65 mph speed limit on highways, we would save \$79 million dollars in less gasoline used and would emit 210,000 fewer tons of CO<sub>2</sub>.

(Sources: Wisconsin Dept. of Transportation - actual average speed on 65 mph highways is 69.4 mph; calculations by Center for Clean Air Policy calculator)

### ***Drive responsibly.***

Just because you can go from zero to sixty in five seconds doesn't mean you have to drive zero to sixty in five seconds. Stop driving like a maniac and you can improve your fuel economy by up to 37%. On average, drivers improved gas mileage by 31%. (Source: <http://www.edmunds.com/advice/fueleconomy/articles/106842/article.html#test2>)

### ***Reduce the number of your trips.***

Set a target for mileage reduction and achieve it by combining trips to the store and other destinations. Try transit one or two days a week, share a ride or take your bike. It's easy to reduce driving by 5 to 10 percent. Treat yourself with the savings in parking and gas costs.

### ***Take the bus.***

If Americans used public transportation at the same rate as Europeans - for roughly 10 percent of their daily travel needs - the United States would reduce its dependence on imported oil by more than 40 percent or nearly the amount of oil we import from Saudi Arabia each year!

Dr. Robert Shapiro and Dr. Kevin Hassett in the report, "Conserving Energy and Preserving the Environment: The Role of Public Transportation In Wisconsin," state this would mean an incredible savings in CO<sub>2</sub> emissions. Assuming that only the largest systems in the state (Madison and Milwaukee) are counted, the ridership would jump from the existing estimate of 180,000 trips a day to 1.8 million trips per day. That would save us at least 2,500,000 tons of carbon a year - or about 2% of all carbon emitted by sources in Wisconsin each year. It would also save \$770 million of gas or nearly 260 million gallons annually.

### ***Share a ride.***

Ever notice all of those people next to you on your way to work? Many of them have the same schedule as you and live and work near you. Picking up one rider effectively cuts emissions from your commute in half.

### ***Thinking about relocating?***

Move to a neighborhood where you can walk to stores, walk to work and your kids can walk to school. You'll be in better shape, feel better and use much less gas. (See another story on walkable neighborhoods on page 7).

Visit [www.walkscore.com](http://www.walkscore.com) to determine the walkability of your neighborhood.

### ***Get a car with better mileage.***

Enough said. If Wisconsin adopts the "California Car" (California clean air standards), Wisconsin would reduce its carbon emissions by 10 million tons annually in 2020.

### ***Eliminate a car!***

Huge savings all around. You might be able to save thousands of dollars by relying on bus passes, occasional taxi service and a few car rentals each year. It costs a little over \$7,000 a year to own and operate a car. Parking adds even more to the bill. (Some car rental companies will pick you up at your home and drop you off when you are finished using the car.)





## *A Special Thank You to our outgoing board members*

*Meagan Yost served on our board from 1998 - 2007. She was President of the board from 2004 - 2006, guiding us through re-organization and board development.*

*Glenn Reynolds served on the board from 1998 - 2007. Glenn was a strong advocate for towns and rural issues.*

*Telle Zoller served on our board from 2005 - 2007. She succeeded her late husband, Gerd, as a board member.*

*We appreciate their leadership and commitment to 1000 Friends of Wisconsin.*



## **Ways to Give to 1000 Friends of Wisconsin**

- ✓ **Quick and easy:** Send a check or your credit card number and receive a charitable income tax deduction for the year the gift is received. You may also make your donation online at [www.1kfriends.org](http://www.1kfriends.org)
- ✓ **No capital gains:** Donate appreciated stocks to 1000 Friends and you receive an immediate income tax deduction for the fair market value of the securities on the date of transfer. This is a win-win situation—you pay no capital gains tax and we use the proceeds from the sale of the stock to fund our programs. Contact your broker and they will transfer your securities to us for you.
- ✓ **Payroll deduction:** We are a member of Community Shares of Wisconsin, an umbrella organization that raises money to support a wide variety of non-profit groups. Community Shares helps 1000 Friends raise funds through private and public sector employee payroll deduction campaigns every fall.
- ✓ **Double your gift:** Check to see if your employer has a matching contribution program and be sure to take advantage of the double impact of your gift. Enclose your employer's matching gift form with your donation and we will take care of the rest.
- ✓ **Planning ahead:** Make a bequest by naming 1000 Friends of Wisconsin as a beneficiary of specific assets in your will.
- ✓ **Memorial:** Make a gift in memory of or in honor of a friend or loved one.
- ✓ **Open your home:** Host a gathering to introduce 1000 Friends to your friends and neighbors. This is a great way to raise funds and make new and lasting "friends." Contact our office for more information.

*For more information, please contact us at (608) 259-1000 or email [friends@1kfriends.org](mailto:friends@1kfriends.org).*



Lisa MacKinnon

# LEGISLATIVE UPDATE

Lisa MacKinnon, Policy Director

## The 2007 - 2008 Legislative Session

### 2007-2009 State Biennial Budget Finally Passes

On October 26th, 118 days after its July 1st due date, Governor Doyle signed the 2007-2009 state budget into law as 2007 Wisconsin Act 20.

Following are final updates on various provisions of the new budget.

#### ⇒ Preserves the State Comprehensive Planning Law

An earlier provision introduced as part of the Assembly version of the budget would have exempted municipalities of less than 2,500 from the state comprehensive planning requirement. It also sought to extend the date by which a local unit of government must act in accordance to a comprehensive plan from January 1, 2010 to January 1, 2015. (Please see "Assembly Bills" below for the latest development on these efforts.)

#### ⇒ Preserves Comprehensive Planning grant funding at \$2 million annually

The budget also contains a continuing allocation of \$2 million annually to fund the comprehensive planning grant program administered through the Department of Administration.

#### ⇒ Reauthorizes and funds the bipartisan Warren Knowles-Gaylord Nelson Stewardship Program for another 10 years

The budget provides \$86 million in bonding annually from 2011-2020 to protect pristine

natural areas, expand state parks and help local governments and conservation groups expand recreational and land protection opportunities. The amount is increased 40% from the current level of \$60 million annually to account for rising land prices, among other things. The bill also includes an improved version of Legislative oversight on all projects over \$750,000. It will require 5 members, including a co-chair of the finance committee, to object to a project, and all objections will have to be public and submitted in a timely manner.

Established in 1989 in honor of former Governors Warren Knowles and Gaylord Nelson, the Stewardship program has helped protect more than 475,000 acres of high-quality recreation and environmentally-sensitive land in Wisconsin. These lands are available to the public for hunting, hiking, fishing, camping, wildlife viewing and other outdoor activities in 71 of the 72 counties of Wisconsin.

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

#### ⇒ Creates and Funds the Buy Local, Buy Wisconsin program

The program, the first of its kind for the state, is funded at \$600,000 over two years and will provide much needed financial and technical assistance for farmers, communities, non-profits, and businesses to develop and expand local food markets.

Additional provisions also found in this budget

#### ⇒ Provides \$800,000 for preliminary engineering for the Southeastern Wisconsin Development of the Kenosha– Racine – Milwaukee (KRM) Commuter Rail Link.

⇒ Provides \$803,000 over the biennium (a 2% annual increase) in the appropriation for county assistance for the provision of elderly and disabled transportation services.

more ⇒⇒⇒⇒⇒



⇒ Provides full funding of Wisconsin's share of the Amtrak Hiawatha passenger train route between Milwaukee and Chicago over the biennium.

⇒ Provides \$1 million over the biennium to add an additional train car on each train set on the Amtrak Hiawatha passenger train route between Milwaukee and Chicago.

⇒ Provides \$8.6 million over the biennium for the Safe Routes to School Program.

This program allows the DOT to award grants to local governments and state agencies for infrastructure project planning, design and construction, and to award grants to local governments, tribes, non-profit and private organizations for non-infrastructure projects, such as awareness campaigns.

### Vetoes funding for bicycle and pedestrian transportation projects.

The Governor vetoed \$10.2 million annually in the conference committee's compromise budget that would have provided funding for local and (estimated) federal grants to localities for bicycle and pedestrian facility projects.



For the text of the 2007-2009 biennial budget, see:  
<http://www.thewheelerreport.com/releases/Oct07/oct26/1026act20.pdf>

For the Governor's Budget Veto message, see:  
<http://www.doa.state.wi.us/docview.asp?docid=6531&locid=3>



## Our Eco-Municipality Outreach Work Needs Your Support to Keep Going!

Many of the local governments and groups around the state that we have been in contact with are surprised to hear that our eco-municipality outreach work is not yet funded despite the growing demand for this information and assistance. Some of them have graciously offered honoraria for presentations and workshops, but in order to make our sustainable community work ongoing, we need a steady source of income to support staff time and to build our capacity to meet the demand from communities around the state.

*Would you be interested in supporting our Eco-Municipality project? Do you know of an individual, business or foundation that would be willing to financially support our efforts to assist communities that want to learn how to plan and act for a more sustainable future?*

If you would like to receive more information about eco-municipalities or The Natural Step sustainability framework, please visit our webpage at <http://www.1kfriends.org/Eco-Municipalities.htm> or contact, Lisa MacKinnon, at 608/259-1000 x 107 or [Lmac@1kfriends.org](mailto:Lmac@1kfriends.org).

See the article on the following page to read more about the Eco-Municipality Model as a tool for combating global climate change.

See the next page for related story ⇒ ⇒ ⇒ ⇒ ⇒

### Donate Online!

The **DonateNow** button enables visitors to our web site, [www.1kfriends.org](http://www.1kfriends.org), to donate online, instantly!

Our **DonateNow** button is a major step forward into the growing world of e-philanthropy.

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# The Eco-Municipality Model

## *A Community Tool for Combating Climate Change*

Lisa MacKinnon, *Policy Director*

As of November 2007, Wisconsin has 13 local communities that have formally adopted “eco-municipality” resolutions declaring an intention to follow the eco-municipality model for sustainable communities and endorsing the Natural Step sustainability principles and framework as a guide. And many more communities around the state are in the process of exploring what it means to be an eco-municipality or a sustainable community.

While communities make the decision to work toward greater sustainability for a lot of different reasons—to conserve natural resources, to more equitably serve residents, to boost their economies and to improve overall quality of life—clearly, many communities are beginning to take a serious look at the eco-municipality model for sustainable communities because of the increased focus and urgency related to global climate change. As the implications of climate change on our communities become increasingly clear—through higher operational costs, regulation and compliance challenges, and general uncertainty about what we and future generations will face—a growing number of local governments are recognizing the need to address climate change on the local level, rather than waiting for the state or federal governments to lead the way.

Many of these local governments (as well as the businesses, organizations and individuals within these communities) are turning to a sustainability approach called The Natural Step, which was developed by Swedish oncologist, Dr. Karl Henrik Robert, with the collaboration of the international scientific community. The Natural Step is a science-based, systems approach to sustainable decision making and strategic planning. *The principles, or “system conditions”, of the Natural Step framework, when used as a common language to guide community decision making processes have the potential to help communities decrease their contributions to climate change.* [See the orange box for the Natural Step framework principles.]

Here are some examples of how Wisconsin communities that have adopted the Natural Step framework are working to decrease their greenhouse gas emissions and impact on climate change:

### **Chequamegon Bay Communities**

Washburn, Ashland, the City and Town of Bayfield and Douglas County are the jurisdictions in this region that have formally adopted resolutions endorsing the eco-municipality model using the Natural Step. These communities have partnered with local tribes, Northland College, and regional residents, businesses and organizations to create a “Green Team Network of Early Adopters of Sustainability.” The network, coordinated by the local Alliance for Sustainability, currently has almost 20 partners including the Chequamegon Food Co-op, Washburn Iron Works, Bay Area Rural Transit and the local school. Many of these partners joined the network because they are looking at ways to conserve energy, reduce their contribution to climate change and save money.

*Some of the actions that the Alliance and the Green Team have taken so far:*

- Setting goals for community CO2 reductions as part of their regional Strategic Sustainability. To see this plan go to: <http://www.allianceforsustainability.org/sci.html>
- Working with local students to produce a DVD of energy-saving practices in their schools
- Going door-to-door to discuss local sustainability initiatives and distribute CFLs and coupons to residents
- Having Focus on Energy conduct an energy assessment workshop with Green Team partners and Alliance members

### **Madison**

In December 2005, the City of Madison passed a resolution adopting the Natural Step sustainability framework to guide the process of building a “Green Capital City.” Shortly after passage of that resolution, city staff were trained over several months in using the Natural Step framework in day-to-day operations and management. The trainings generated a number of pilot projects that will have an effect on the city’s carbon footprint, including:

- Inventorying buildings, their equipment, and their use of electricity and natural gas
- Creating standard specifications for lighting systems including light fixtures, lamps, electronic ballasts, and lighting controls
- Creating draft guidelines for energy modeling
- Creating commuting incentives for employees

- Creating a fuel efficiency standard for the city fleet
- Reviewing fuel and efficiency technologies for Metro buses
- Converting the city’s “sewer vacuum” truck to run on bio-diesel made from “waste” restaurant grease
- Installing solar panels and/or wind power at city facilities
- Installing a garage door at the metro transit facility to conserve natural gas and cut costs
- Providing free 2008 Metro transit passes for all City employees
- Instituting a new policy for printers, copiers, faxes, toner and paper purchased and used by the city to save energy, natural resources, and financial resources for the city, and optimize the city’s printing operations
- Launching the MPowering campaign to reduce citywide emissions of carbon dioxide (CO2) by 100,000 tons by 2011.

For more information on Madison’s efforts go to: [www.cityofmadison.com/mayor/Natural.html](http://www.cityofmadison.com/mayor/Natural.html)  
[www.mpoweringmadison.com/](http://www.mpoweringmadison.com/)

### The Natural Step System Conditions

In the sustainable society nature is **not** subject to systematically increasing

1...concentrations of substances extracted from the Earth’s crust

2...concentrations of substances produced by society

3...degradation by physical means

And in that society...

4. people are not subject to conditions that systematically undermine their capacity to meet their needs.





# 1000 Friends Board Profiles



**Stan Gruszynski** directs the Rural Leadership and Community Development Program within the Global Environmental Management (GEM) Education Center at the Stevens Point College of Natural Resources. He has extensive experience in assisting local communities in building leadership capacity and opportunities for economic advancement within the framework of Wisconsin's conservation ethic. From 1996 until August 2003 he was the Wisconsin Public Affairs Director for USDA Rural Development programs.

Prior to his appointment at UWSP, Gruszynski was 71st Assembly District Representative from 1984 to 1994. Among his legislative accomplishments were his authoring of the Wisconsin Environmental Education Law, Non-Point Source Pollution Law, Farms for the Future Act, and Wisconsin Child Care Initiatives.

"I am looking forward to my service on the board of 1000 Friends because of my admiration and respect for the leadership role 1000 Friends has played in raising consciousness about the importance of public participation in the policy making process at all levels of government. 1000 Friends is strategically positioned to assist the creation and development of a more sustainable Wisconsin in line with our progressive legacy."

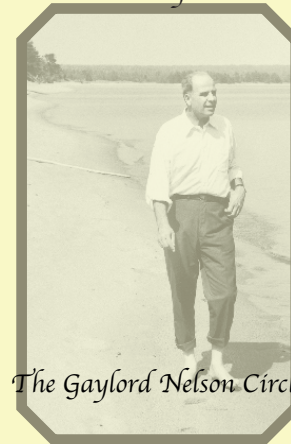
**Dean Zuleger** is the Administrator for the Village of Weston, a community of 13,800 in Marathon County. Since 2000, the Village of Weston has doubled in size in equalized value to over \$1 billion while at the same time employing Smart Growth and environmental protection practices. Previously, Zuleger served as the Executive Director of the Wisconsin Potato & Vegetable Growers Association, where he spearheaded a pesticide reduction strategy that gained national recognition from the World Wildlife Fund.

"As a Christian man, I think stewardship of God's creation is one of the more important things we can do. Issues like global warming, land use planning and the loading of toxics into the environment stand at the forefront of my policy perspective. In Weston, we look at everything we do as a means of providing a clean and safe environment for our families. I believe that 1000 Friends of Wisconsin will be a catalyst in helping communities around the state handle issues in the area of transportation and planning that will make a lasting difference."

Zuleger is a licensed youth pastor who enjoys reading, writing and coaching football and basketball. He and his wife Mary have 4 children.



Please join



The Gaylord Nelson Circle

*Gaylord Nelson was a founding member and Honorary Chair of 1000 Friends of Wisconsin. We hope to help keep his spirit alive and to continue to do the work he felt was so critical to the future of Wisconsin with the support of the Gaylord Nelson Circle.*

#### Circle Members

Juli Aulik  
 Charles Boardman  
 Steve Born  
 Arlen & Judy Christenson  
 Dave & Dianne Cieslevicz  
 Pat & Dan Cornwell  
 James Crow  
 Jane Dennis  
 Max & Sandra Dermond  
 Dale Druckrey  
 Emily Earley  
 Kristine Euclide & Doug Steege  
 Susan & Warren Exo  
 Judy & Gordon Faulkner  
 Ellen & John Flood  
 Patrick Gallagher  
 Beachy Gallagher  
 Jeanne Hoffman  
 Harold "Bud" Jordahl  
 Thomas Kemp  
 Barbara & Tom Lyon  
 Virginia Metcalf & Mary Yeakel  
 Debroah & Al Nemeth  
 William & Betty Parsons  
 Mark Ratner  
 Marion & Verne Read  
 Thomas Rolfs, Jr.  
 Kine & John Torinus  
 Margaret Van Alstyne  
 Kim Verhein  
 Meagan Yost  
 Telle Zoller

# Around the State

## Building a Sustainable Fox Valley

Policy Director Lisa MacKinnon assisted organizers and presented at a workshop entitled “A Sustainable Fox Valley—Building Sustainable Communities through ‘The Natural Step’ Approach” on Saturday, November 3rd. Featured speakers include: Amy Oberg, Futurist, Kimberly-Clark; Jay Moynihan, Shawano County UW-Extension; Tom Boldt, CEO, The Boldt Company; and Lisa MacKinnon, 1000 Friends of Wisconsin. The workshop introduced participants from local governments, businesses and organizations to the concepts and practice of The Natural Step approach to sustainable communities. The Natural Step is a science-based, systems approach to making sustainable decisions for individuals, businesses and communities.

The workshop was sponsored and supported by: Energy Coalition for a Sustainable Fox Valley; UW-Extension, Winnebago and Outagamie Counties; Fox Valley Unitarian Universalist Fellowship Social Action Committee; Fox Valley Sierra Club; UW-Extension Center for Land Use Education; East Central Wisconsin Regional Planning Commission; and Neenah-Menasha League of Women Voters.

There is an ongoing study circle in Appleton using *The Natural Step for Communities: How Cities and Towns Can Change* by Sarah James and Torbjörn Lahti as its text. Another study circle is scheduled for November with the Oshkosh League of Women Voters using the same four-session format as the Appleton group. For information on study circles in the Fox Valley area, contact Catherine Neiswender CNeiswender@co.winnebago.wi.us.

## Governor’s Task Force on Global Warming

1000 Friends Executive Director Steve Hiniker has been working on the transportation and land use effort as the Transportation Working Group co-chair on Governor Doyle’s Global Warming Task Force. Along with John Pearse, the General Motors Janesville plant controller, Steve led the Transportation Working Group to adopt several policies to reduce the sources of greenhouse gas emissions including: increased funding for transit; “Fix-it-first” highway spending policies; Tax Incremental Finance reforms; Transportation Demand Management policies and a call for more efficient autos (California Car standards).

Steve presented the land use policy recommendations at two of the full task force meetings. The final recommendations of the group will be coming out in early 2008.

Steve has also been working with Lieutenant Governor Barbara Lawton in setting up a Global Warming conference scheduled for April of 2008. Stay tuned for details of the conference that is expected to draw more than 400 participants from municipalities across the state.

## “Wisconsin’s Forest Sustainability Framework” Draft Report Available

**The DRAFT report on “Wisconsin’s Forest Sustainability Framework” is now electronically available on the Council on Forestry’s website: <http://council.wisconsinforestry.org/framework/>**

1000 Friends of Wisconsin’s Policy Director, Lisa MacKinnon, is a member of the advisory committee responsible for drafting this report, which recommends a framework to the Wisconsin Council on Forestry. 1000 Friends has been working over the years with many different interests and sectors in Wisconsin to educate and develop policies to prevent the fragmentation, parcelization and unsustainable development of our state’s forests.

The framework is intended to increase the accountability of sustainable forest management in Wisconsin by developing a comprehensive, but manageable, set of indicators for monitoring Wisconsin’s forest conditions and trends on a statewide scale. Wisconsin has participated in the development of criteria and indicator systems on both regional and national scales. Identifying and monitoring a system specific to Wisconsin will provide the information necessary to match management practices to sustainability, and will supply the linkages needed between the Wisconsin Statewide Forest Plan goals and performance.

Upon the Council’s acceptance of a framework, data will then be gathered and analyzed to provide the basis for a future Forest Assessment and an updated Statewide Forest Plan.



Sustainable forestry





## Quotes from News Stories about 1000 Friends

### Next road work tab \$1.9 billion Freeway project would expand I-94 to eight lanes from airport to state line

By TOM HELD  
tbeld@journalssentinel.com  
Posted: Nov. 15, 2007

Taken as a whole, the freeway reconstruction in southeast Wisconsin, as projected by the regional plan commission, will top \$6.23 billion, according to a 2003 estimate. That plan also calls for expanding the east-west I-94 to eight lanes from the Zoo Interchange to Highway 16 in western Waukesha County.

The logical question to ask is "what can we afford," said Steve Hiniker, executive director of the environmental advocacy group 1000 Friends of Wisconsin.

The cost goes beyond dollars to the additional encroachment on farmland and wetlands and the additional auto emissions, Hiniker said. "You have a couple billion dollars now going into freeway expansion at a time when we're also trying to figure out ways to reduce auto travel because of the use and cost of oil and the impacts on our climate," he said. "We have to take a deep breath and figure out how we're going to build a multimodal system, instead of just pouring concrete."

### Transit to Pabst Farms questioned

Workers at proposed mall need options,  
officials say

By AMY RINARD  
arinard@journalssentinel.com  
Posted: Sept. 30, 2007

**Oconomowoc** - Even before ground is broken on the expansive upscale shopping mall planned at Pabst Farms, questions are being raised about who will work at the more than 100 stores, cinema, hotel and restaurants there and how those workers will get to far-flung Oconomowoc.

"We've mentioned that it will be an issue for us when the time comes," said Allison Bussler, Waukesha County Executive Vrakas' chief of staff, noting that expanded bus service to Oconomowoc will be needed. "The conversation certainly should be had; it's better to have those discussions early and have a plan."

But Steve Hiniker, executive director of 1000 Friends of Wisconsin, a land-use planning advocacy group critical of the entire Pabst

Farms project, said having to bus in thousands of people from outside the city to work at lower-wage jobs at the mall is the result of a failure to include affordable housing in the mix of land uses in the 1,500-acre development.

"This is textbook bad development," he said.

### All routes lead to Amtrak station

Rehab opens transit options, but to where?

By LARRY SANDLER  
lsandler@journalssentinel.com  
Posted: Nov. 21, 2007

When the downtown Amtrak station officially reopens Monday, it will be hailed as a new hub to connect transportation options: intercity trains and intercity buses today, perhaps commuter trains and streetcars tomorrow.

Yet the biggest connection between different forms of public transit in the Milwaukee area is their uncertain future. Political leaders have been unable to reach consensus on funding for the Milwaukee County Transit System or on plans for commuter rail, streetcars, express buses or high-speed trains.

Environmentalists are frustrated that far more expensive freeway projects move forward more easily than public transit plans. For example, the \$1.9 billion price tag for rebuilding and expanding the north-south stretch of I-94, from Milwaukee's south side to Illinois, would be more than the combined costs of 110-mph train lines from Milwaukee to Madison and Green Bay, plus the KRM line, a Dane County commuter rail line and a Milwaukee streetcar system.

"The dollars that are needed for (KRM) are minuscule compared to what we're going to spend on the north-south corridor," said Steve Hiniker, executive director of 1,000 Friends of Wisconsin. "Freeways get funded and transit alternatives don't."

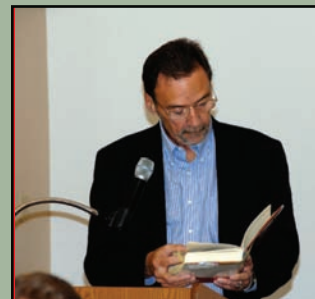
But the business community is pushing hard for stronger transit links to carry workers to jobs. And the Southeastern Wisconsin Regional Transit Authority is hoping that business interest, coupled with a legislative push to solve transit funding problems in other metro areas, could lead to a package deal on funding and operating buses and trains.



## Annual Meeting

Honoring the principles of  
Gaylord Nelson

Writer, environmental activist and long time friend Bill Christofferson inspired annual meeting participants with vignettes of Gaylord Nelson's life as depicted in his acclaimed biography, *The Man from Clear Lake: Earth Day Founder Senator Gaylord Nelson*.



Senator Nelson's daughter, Tia Nelson, introduced Bill to our members at the annual meeting held at the UW-Arboretum.



Attendees heard from board president Steve Born as well as hearing about the past year's major achievements in a presentation from Executive Director, Steve Hinker.



Following the meeting on a beautiful fall day, we were treated to a tour of the Arboretum's native species gardens.





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### In honor of

Karen Koermer from Stephen Koermer  
Elizabeth Krug from Wallace & Margaret Douma

**Best Wishes  
for a  
Happy and Healthy  
New Year**

