

1000 FRIENDS OF WISCONSIN

LANDSCAPES

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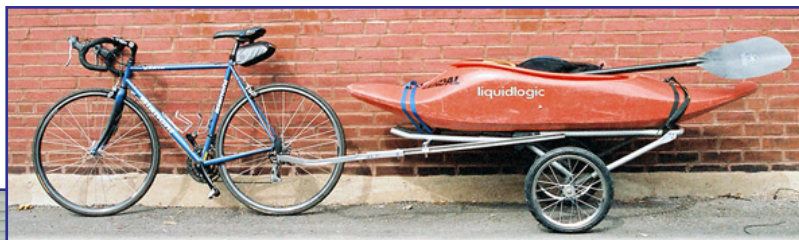
Spring 2008



Brent Nicastro



Barb Irvin



Della Haugen

Bicycling in Wisconsin

Best in the Land!

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:
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As Wisconsin thaws out from its first real winter in some years, it's time to focus on outdoor activities. What better way to discover Wisconsin than to explore on two wheels? As you will see in this newsletter, bicycling is a healthy activity that can be enjoyed by residents of all ages and, for some, in all seasons.

Bicycling connects us to the land that we care about. Whether we cycle a short distance to work or take a long tour, we become more aware of our surroundings.

All of the staff in our office are regular bicyclists. Sure, bicycling is good for the environment and good for our bodies, but it is also a great way to be more connected to our neighborhoods. Free from the confines of a car that isolates us from our surroundings, our bicycle commutes keep us in touch with our neighbors and neighborhoods. The ride becomes a part of what binds us to our communities while we also save a little gas and forget about the hassles and costs of parking.

Longer bicycle trips bring us closer to the land that we care about so much. We are closer to the succession of seasons and the subtle changes that occur on the landscape each passing day. This proximity to the land reminds us of how important our work is to protect the landscape.

In the isolation of a car, a poorly designed development is an eyesore. On a bike, that poor design assaults our senses and sensibility. The need to grow in a way that protects our natural heritage becomes obvious and more important.

Bicycling has evolved from a playtime activity for kids into a half a billion dollar industry in Wisconsin that reaches into almost every demographic. Kids still explore their neighborhoods on bikes while students commute to classes on two wheels. Adults of all ages have taken to two wheels as a practical alternative to the car. Active vacations that include bicycling have become one of the most popular forms of tourism in Wisconsin. Cities are competing with each other to design their communities as the most bicycle-friendly.

As the popularity of cycling grows, our awareness of the world around us and the threats and opportunities of new growth becomes more apparent. No one can ride on a bicycle and escape the reality that we live on a fragile planet that needs careful attention.

Bicycling is not just for kids anymore.

Steve Hiniker



In 1982, Steve Hiniker and Mel Vollbrecht prepare to leave for a year long bike trip adventure around the world visiting 22 countries.

How the Chinch Bug Altered Biking in Wisconsin

Wisconsin Biking Roads

Steve Hiniker

It might be a bit of a stretch to say that Wisconsin has great bicycling opportunities because of a chinch bug infestation in the 1860's. But the mid-19th century infestation did play an important role in creating great rides for today's bicyclists in Wisconsin.

In 1850, Wisconsin was known as "America's breadbasket," supplying nearly 20% of the nation's wheat supplies. As we know today, that was not to last. In the second half of the 19th century, the chinch bug decimated Wisconsin's wheat supplies, ruining the once all-important crop. Farmers needed to find a replacement for wheat.

Wisconsin focused on the dairy industry as an alternative to wheat. By 1900, more than 90% of Wisconsin's farms raised dairy cows. By 1915, Wisconsin was the largest dairy producing state in America.

While the focus on dairy farming was a success, farmers found that they needed to get their dairy products to market quickly, before the dairy goods spoiled. The Wisconsin decision to pave rural roads clearly benefited dairy farmers by making it possible to move perishable items quickly to the market despite heavy rains that made muddy roads impassable.



Wisconsin State Historical Society

The decision by the state was also likely influenced by the growing bicycling advocacy community at the time. Before there were cars, there were bicycles and bicyclists who were lobbying for paved roads for obvious reasons. (Keep in mind, this was long before today's all-terrain bicycles.) In 1891, the League of American Wheelmen (today known as the League of American Bicyclists) started the publication *Good Roads Magazine* that advocated for paved roads. Early movement advocates enlisted the help of journalists, farmers, politicians and engineers in the project of improving the nation's roadways, but the movement took off when it was adopted by bicyclists.

Good road advocates involved themselves in local politics. Support for candidates often became crucial factors in elections. Not only advocating road improvements for bicyclists, the League pressed the idea to farmers and rural communities, publishing literature such as the famous pamphlet, "The Gospel of Good Roads."

The efforts by those advocates paid big dividends for farmers, cyclists and early motorists.



Wisconsin State Historical Society

Today, Wisconsin's rural roads offer bicyclists some of the finest cycling opportunities anywhere in the world. Most other states have kept rural town and many county roads unpaved. In Wisconsin, you can find smooth roads, very little traffic, great scenery and friendly towns just about anywhere in the state.

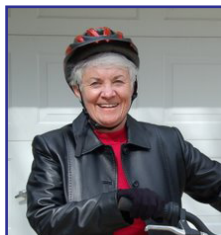
For cyclists not up to the challenge of the open road, Wisconsin has a network of off-road trails that will soon link Lake Michigan to the Mississippi River. The flat, crushed stone paths run atop old railroad right-of-ways that feature spectacular scenery, tunnels and good food at rest stops in towns along the way.

All of these recreational opportunities add up to a big economic impact for the state. Annual tourism revenues exceed \$12 billion in Wisconsin and bicycling is listed as one of the most popular activities in surveys of tourists. (It is nearly impossible to put an exact number on the direct tourism dollar impact of bicycling.) The Bicycle Federation of Wisconsin conducted a study that estimated that the bicycle economy of Wisconsin (not counting tourism) is over half a billion dollars. (See the full report: <http://www.bfw.org/projects/impact-bicycling.pdf>).

The challenge for today's land use activist is to make sure that the spectacular opportunities for cycling in Wisconsin do not go the way of bicycling in many other states. Sprawl, which generates traffic on rural roads, is already threatening popular routes for cyclists. Long-time Madison riders can recite a long list of once popular routes ruined by traffic generated by suburban subdivisions.

Good planning can help manage growth in ways that preserve farmland, rural areas and great cycling. Bicycling advocates can be an important voice in creating a vision for growth that includes preserving great rides.

Why One Grandmother Is Riding Her Bicycle Down the Platinum Path.....



Mary K. Rouse

*Consultant to UW-Madison's Morgridge Center for Public Service and
Co-Chair of Mayor Cieslewicz' Platinum Bicycle Committee in Madison*

A month or two after I had taken the position as the Dean of Students at the University of Wisconsin-Madison (1987-2000), a student came in and asked if she could interview me about sustainable transportation. I replied that, although I always enjoyed meeting and talking with students, she was in the wrong department because I had no expertise in the subject. She said, "Well, Dean Rouse, you ride your bike back and forth to work, don't you?" I replied in the affirmative and she said that was exactly why she wanted to ask me a few questions for a research project on commuter transportation options. Her question was why I selected the bicycle.

Well, I am retired now and am a grandmother of three, educator and community servant. And, at age 63, I'm still biking as often as I can for transportation and recreation. If you're in Madison and downtown or on the near West side and you see a "little old lady" with white hair under her helmet riding a yellow Cannondale bike, that would be me. Why did I become a lifelong biker? I started riding a child's used bike at age 6. The very day Father brought it home, I rode it after dinner. He forgot to call me back in so I rode 'til the moon and the stars came out and the muscles in my legs had almost turned into rubber. Yes, I can still remember the sense of independence and a confidence that I would be able to travel anywhere in the world I wanted to go. No muss, no fuss. Just me and my bike. It seemed like such a simple way to travel then and still does.

Currently, I serve as the co-chair of Madison Mayor Dave Cieslewicz's Platinum Bicycle Committee. Two years ago Madison was designated a Gold Level Bicycle Friendly Community by the League of American Bicyclists. This is an honor and speaks to the commitment of our community over many decades. However, the highest level a "bike friendly" community can achieve is

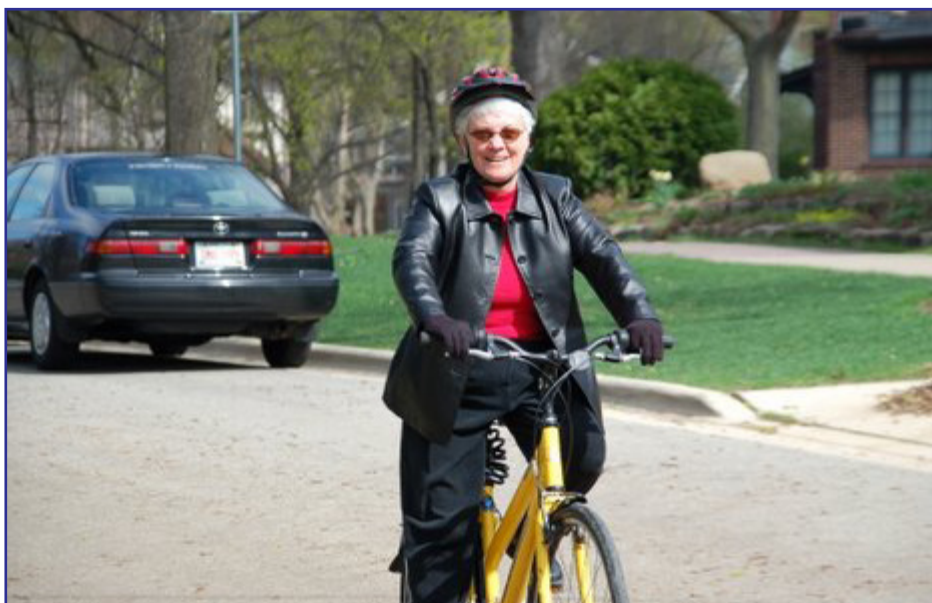
Platinum. Mayor Cieslewicz, as well as many other citizens and groups, would like to take bicycling to this level — currently only enjoyed by Davis, California. In October 2006 he appointed the Platinum Bicycle Committee to study what it will take to reach Platinum. On April 8th, the Common Council adopted the Platinum plan which contains 100 recommendations. Twenty have been selected for implementation by the City in 2009. We are a group of volunteers plus City staff who are working to make it easier for more of us to pedal more often today and tomorrow for transportation, recreation and health. Our vision is to "Make bicycling an integral part of daily life in Madison, thereby making Madison a model for health promotion, environmental sustainability, and quality of life."

Do you know that 40% of all trips in America by car are two miles or less? If you are not currently biking, what would it take to get you to ride to a meeting? To work? On errands? Will you accept a challenge to reduce that 40% to 20% of your trips this year? You can start small with tuning up your bike and taking a ride around

the block. Then, you can easily learn how you can ride safely from point A to point B. You can figure this out by getting on the City website and viewing the City Bicycle map developed by Arthur Ross, the City's Pedestrian-Bicycle Coordinator. You can also call him directly at 608 266-6225. Coming soon, and among the recommendations in our report is the development of an online tool similar to mapquest.com.

For the record, bicycling is a billion dollar business in Wisconsin, much of it located here in Madison. Sponsors of the committee are local companies Trek, Pacific Cycle, Saris and Planet Bike.

So, bicycling is good for your health, fitness and recreational activities, good for business, good for Mother Earth and may result in lowering your taxes by having to build and maintain fewer highways. Please join me and support regional transportation solutions, especially going by bike!



Steve Hiniker

Milwaukee By Bike

Milwaukee's New Bicycle Master Plan

David Schlabowske

Bicycle & Pedestrian Coordinator for the City of Milwaukee

The most important bicycle happening in the last 15 years is about to occur in the City of Milwaukee, and you can be a part of it. Milwaukee is poised to begin the first update to its Bicycle Master Plan, last written in 1993. The Bicycle Federation of Wisconsin is the prime consultant, and they have hired the internationally recognized firm of Alta Planning + Design as a sub-consultant to do some cutting edge analysis work on the project.

Milwaukee has come a long way since the first plan was written. With the Bike Plan as a guide, the City eventually hired a full-time bicycle and pedestrian coordinator, identified a 145 mile bike lane network and striped a third of that (with additional miles each year), installed over 2000 bicycle parking spaces, built an award winning "marsupial" bridge, published our third printing of the bike map and attained Bronze Level status as a bicycle-friendly community from the League of American Bicyclists.

The point of mentioning these accomplishments is to say this plan is not something that will just sit on a shelf. In the same way the last plan served like a cue sheet for our ride into the cycling future, this plan will be a living document. City engineers and planners will refer to this plan on a daily basis whenever roads are being resurfaced to see if bicycle accommodations should be included. And planners will refer to the bike plan when looking at transportation plans for new developments in neighborhoods across Milwaukee. Milwaukee can be proud of the old plan and everything done to implement the recommendations found in that plan.

But the time has come to move beyond that effective, but out-of-date bicycle plan. The new plan will consider new technologies and standards for bicycle accommodations that could not have been anticipated in 1993. Things like bicycle boulevards that combine traffic calming and the bikeway network are opportunities waiting to happen now that Milwaukee has a neighborhood traffic management program. European bicycle treatments like cycle tracks and short-term bicycle rental programs should be considered.

And certainly the high cost of gasoline and our new appreciation for the environment and sustainable cities make cycling a more attractive and viable transportation option for many Milwaukeeans. The new plan must

reflect the current bicycle culture and look at best practices elsewhere that have been proven to increase the number of people who ride bicycles for transportation and recreation.

The first place to get involved is, of course, via the web. The Bicycle Federation of Wisconsin is creating a website devoted to the update of the Milwaukee bike plan at the time this article is going to print. You will be able to find that website at www.milwaukeebybike.org or by looking at the BFW's website, www.bfw.org. Once up, the site will post meeting dates, draft versions, digital maps, an online survey, and a blog to capture more open feedback from the public.

There will be a small steering committee made up of a diverse group of cycling interests from Milwaukee that will oversee the project. The steering committee will meet a handful of dates over the next year and all those meetings will be open to the public and announced on the website. So if you are interested in taking part in charting the course for Milwaukee's cycling future, please join us at those meetings.



6th Street Bridge



Bicycle Advocacy and Complete Streets

Safe Streets For All

Jack Hirt

Bicycle Federation of Wisconsin

Imagine getting millions to redesign a main arterial and gateway street in your community. What would you do? The Village of Shorewood, WI, a small suburb of Milwaukee located along Lake Michigan, is currently planning and designing the reconstruction of one of its main arterial roadways. East Capitol Drive (State Highway 190) will be reconstructed in the 1.2 mile section from Estabrook Parkway to Lake Drive and include additional streetscape elements. The development pattern along the street includes a vibrant mix of uses including: residential, a High School and Middle School, a Post Office, churches, and many small businesses. The street is a major thruway and serves the popular destinations of downtown Shorewood and currently includes four lanes, parking, a bus route, sidewalks, bicyclists, and many, many cars.

The Village has the opportunity to completely redesign and reconstruct this major roadway and they have state financial assistance to pay for it because it is a state connecting highway. The current situation of diverse user types is known, as well as the crash records for individual user

types, which are high for bicyclists. You would think that the Village would take the opportunity to redesign East Capitol to be the safest possible and provide accommodations for all users. Unfortunately that is not the case in the Village of Shorewood.

After learning that bicycle lanes were not included in the initial design, the Bicycle Federation of Wisconsin (BFW) decided to weigh in and advocate for the inclusion of bike lanes. Doing our due diligence we first spoke with WisDOT bicycle and pedestrian coordinators and engineers to determine if including bike lanes was a feasible option. In fact, it was not only an option, but the recommendation coming from the roadway experts. Our next step was notifying the BFW members in Shorewood and the surrounding area to contact their elected officials to encourage them to include bike lanes in the design. To date, over 30 public requests for the inclusion of bicycle lanes have been received by the Village. WisDOT has also met with Village staff to educate them on why bike lanes should be included. The next public meeting to determine the Village's

reaction to our advocacy effort will take place in Shorewood on May 27th, 2008.

Shorewood is not the only municipality to choose to focus only on auto-based transportation even when user counts and crash statistics demonstrate the needs of a diverse mix of transportation modes. With the BFW being faced with these types of situations statewide, we are looking to create a law that would force communities to automatically build streets in a way to make it safe for all users. The idea of "Complete Streets" has taken off nationwide with the legislation passing recently just south of the cheddar curtain in Illinois. The BFW's goal is to create a Complete Streets law stating that any roadway construction or re-construction project that is in any way funded with state or federal money must be designed to provide accommodations for all users (bicyclists, pedestrians, transit, the physically challenged, etc). If a Complete Streets law was in place, the advocacy efforts for Shorewood would not be needed, bike lanes would automatically be included and the BFW could move on to another issues to make Wisconsin a Better Place to Bicycle. Please join us (the BFW and 1000 Friends of Wisconsin) in our effort to pass the Complete Streets law so that all Wisconsinites, on bike, bus, or foot as well as auto, can safely use our public streets.

The Bicycle Federation of Wisconsin is a statewide, membership-based, non-profit bicycle education and advocacy organization.

For more information check us out at www.bfw.org



Planet Bike

Motivated To Make America a Better Place

Dan Powell

Planet Bike

Planet Bike is more than a small company that makes practical cycling components, Planet Bike is this idea where people ride bicycles. They ride them to work. They ride them to school. They ride them to the grocery store, to concerts, sporting events, coffee shops, and to grandma's house, too. The products we design are rooted in this dream and stem from the fact that we live this idea. We ride through day, night, heat, cold, rain and snow. We don't come up with these products in a boardroom under the sterile glow of fluorescent lights. We design while we ride and we ride with what we design.

Planet Bike was founded 10 years ago by Bob Downs, a die hard cyclist who sensed a growing market for cycling commuters and those who wanted more practical components. We are still based in Madison, Wisconsin, one of the best cities for cycling in the nation. Honestly, it's tough not to ride to work in Madison as the bicycle infrastructure is so comprehensive.

Just as we are conscious of the way cycling affects people and the environment, we are also aware of the impact that our products have on them. We feel that it is our responsibility to be accountable for our products from production to disposal. This entails everything from ensuring a fair wage for factory workers, designing products to be both durable and fixable, minimizing packaging and using recyclable materials whenever, wherever we can.



Furthermore, the aspect of Planet Bike that sets us apart from other companies in the cycling industry is our deep rooted belief in supporting advocacy. To that end, we donate 25 percent of our profits to grassroots cycling causes nationwide. It is part of what we call our "Virtuous Cycle," where investment in the infrastructure will put more people on bicycles, and in turn allow us to sell more products in the long run. Since our founding in 1996, we've donated more than \$600 thousand, with a goal of \$1 million by 2010.

Most of that money has gone to the Thunderhead Alliance, a nationwide collective of 130 local advocacy groups that have facilitated the addition of over 1,300 miles of dedicated bikeways on the ground in the past 10 years. Beyond the cash, we've also partnered with organizations like Trips For Kids, a group that exposes inner city youth to mountain biking, and Get Lit, a program in Portland, Oregon, that gets bicycle lights to folks that don't have or cannot afford them. Our efforts have been recognized by the

Bicycle Federation, Bicycle Retailer and Industry News and the City of Chicago.

Finally, we're motivated to make America a better place. The US DOT reported that 40% of US car trips are 2 miles or less. The Census Bureau showed that 80% of Americans live in a metropolitan area. It's time for the bicycle to be fully utilized, and we are leading the way.

Planet Bike crew

"We ride through day, night, heat, cold, rain and snow."

Biking in Wisconsin from a Floridian’s Viewpoint

Becky Afonso

Two Bicycles and a Map, Ltd.

My name is Becky Afonso and I was recently hired this past December by Two Bicycles and a Map, Ltd, as their Assistant Tour Director. Although I have an extensive “bicycle resume,” my riding in Wisconsin on a regular basis has been limited to the last five months here in Madison. What may be a shock is that I actually rode my bicycle these last five months, in Madison, in record-breaking snow, but we’ll get to that later.

What I want to share with you is what makes riding a bicycle in Wisconsin a joy, from the perspective of a native Floridian who spent the majority of her life in the Tampa Bay area. The Tampa Bay area is mostly flat and densely populated. To ride out in the country, one usually drives their car about an hour or so to get to a remote area of orange groves or an undeveloped stretch of swamp, but the stress of being on the interstate and coming back into the city hardly makes the trip worthwhile.

That’s not to say one can’t ride their bicycle in the Tampa Bay area, which for me was the northern portion of Pinellas County, but the car traffic can be relentless and bike lanes are few. Most cyclists don’t ride the streets on a regular basis and so car traffic gets a little disturbed when a cyclist infringes on their lanes; ironic for an area that can boast year-round

cycling. City riding in Tampa Bay is doable, but it is not a relaxing way to enjoy bicycle riding.

Wisconsin, however, offers uncomplicated bicycle enjoyment, even in Madison where I currently reside. My commute to work is approximately four miles, with only one mile of street, the rest on bike paths. Country riding is within ten miles. The terrain is varied and the scenery is fertile and thriving. Wisconsin farm-to-market roads are less traveled and can be viewed a throwback to simpler times, but the reality is, the simpler times are now, and the community Friday Fish Fry is this week.

Perhaps this is why I enjoy cycling, for its simplicity. I even found Ice Biking to be simplistic, once I figured out the proper attire. Ice Biking is a bike ride with a sliding option that this Floridian took about 9 times. You know what, it was still fun, more fun than any winter biking

I had ever done in Florida. I’m sure Ice Biking isn’t for everyone, in fact, I can tell from the increased number of cyclists out and about in Madison when the temps went above 50 degrees that it isn’t. But for me, when I consider how simple it is to ride in this town versus Tampa Bay, I’m going to ride whenever I can. It’s a simple pleasure that has made Madison feel like home and Wisconsin an absolute joy to bicycle, even in snow.



We'll Keep Paying for Gas and Other Costs of Driving

By Steve Hiniker

Milwaukee Journal-Sentinel April 26, 2008

Despite the strain on personal finances and the tremors that the rising cost of oil is sending through the economy, the cost of a gallon of gasoline is still a bargain. Even at \$4 a gallon, gas is cheaper than bottled water. At such a low price, only a relatively small number of us will change our habits and drive less.

Ask yourself if you are ready to seriously curtail your driving habits and trade in your gas guzzler for a hybrid. While there are many who will make changes, the vast majority of us will grumble about the cost and drive off in a car (or truck) that we selected for looks, comfort and performance rather than efficiency.

In other words, although it is a pain in the wallet, we value our driving lifestyles too much to change. It's a completely rational economic decision.

We will continue to make informed economic choices that let us live a comfortable lifestyle. The choices we make about energy efficiency likely depend on whether we believe that energy prices will continue to rise or if we have reached a peak. (If you are absolutely certain about the future of energy prices, stop reading and call up your stockbroker!)

While we can't be certain about the future cost of oil and gas, we can take big steps that will insulate us from the potential of price volatility and possible dramatic increases. There are very good reasons to believe that the cost of driving will continue to rise dramatically in the years to

come - and it's not all due to the cost of oil.

In addition to the energy costs of driving, we have all of the costs of road maintenance as well as the environmental costs of driving. Right now we are charging up those costs, waiting for the next generation of drivers to pick up the tab.

We have \$6 billion worth of proposed superhighway "improvements" to pay for in southeastern Wisconsin alone. If we are going to pay for that through the gas tax, we will need to raise that cost of a gallon of gas by almost 20 cents. Even then, we will continue to pay for roadway maintenance and local improvements through our property taxes. Nearly 20% of the average property tax bill covers local road costs that would be eligible for gas tax revenues. There simply is not enough tax being collected at the gas pump to cover the true costs of driving.

If we don't fix our transit funding crisis, we will have even more costs. Some residents, including many of our seniors who can no longer drive, will become stranded. Others will strain their limited budgets by driving cars instead of taking transit. Those new drivers will add congestion to already clogged roads. We'll pay more either through more lost time or more costs in adding even more capacity to our roads.

The health costs of breathing more pollutants emitted by more cars are staggering. Those will be paid for in higher medical fees, ultimately shared by all of us in higher health insurance premiums. Of course, there are the unknown costs associated

with global warming. (Transportation accounts for about one-fourth of all global warming emissions and is the fastest growing source of climate-altering pollution.)

Given these uncertainties, a prudent and conservative approach to safeguard against the unknown is to reduce our complete dependence on the wildly unpredictable cost of energy. Drop a little stress from our lives and use a little less gas.

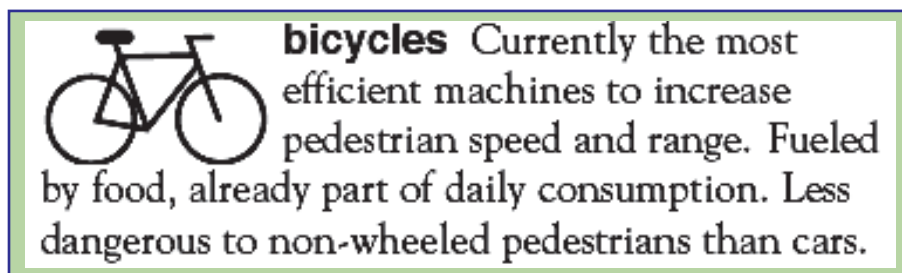
More efficient cars will help significantly but won't be enough. More efficient cars will still add to roadway congestion and associated costs to deal with that congestion.

Ethanol won't save you, either. As the price of oil goes up, so will the cost of ethanol. As long as ethanol requires a significant amount of gas in its production, ethanol will never compete with gas for lower prices.

The conservative hedge against energy shocks is to provide consumers with a choice on transportation. If we have alternatives available, such as convenient and comfortable transit services, we can reduce the impacts of wildly changing energy prices.

We need to design our communities to foster walkable, compact development that makes use of transit. Well-designed compact neighborhoods are attractive and energy-efficient places to live.

People should not be forced out of their cars by escalating energy prices. However, everyone should have a choice in travel mode, especially when energy and driving expenses become prohibitive.



B. Brown





Dan Burden
ped/hikeimages.org

LEGISLATIVE UPDATE

Steve Hiniker
Executive Director

Legislative Session Ends

The 2007-2008 biennial legislative session ended in March with little action on land use issues.

Stewardship Re-authorization

The land use highlight of the 2007-08 legislative session was the reauthorization of the Knowles-Nelson Stewardship Fund at \$85 million a year through 2020. This is up from the current \$60 million - a major bipartisan step forward in continuing to conserve the best of outdoor Wisconsin. Governor Doyle had made the reauthorization a keystone of his legislative environmental agenda

New Law

Governor Doyle signed legislation (Wisconsin Act 117) that ratifies the Midwest Interstate Passenger Rail Compact. The compact promotes the development and implementations of improvements to intercity passenger rail service in the Midwest.

Special Session

The Great Lakes Compact was ratified by overwhelming majorities in both houses of the Legislature in a special session called by Governor Doyle.



Defeated Proposals

A proposal (AB 728) by Representative Mary Williams (R-Medford) to extend the deadline for communities to comply with the 2010 deadline for developing comprehensive plans passed the state Assembly but died in the state Senate. 1000 Friends of Wisconsin argued that the extension is not needed. In the seven years since the planning law was passed, nearly 80% of all communities have either completed or have their comprehensive plans underway. The only communities that will have problems meeting the 2010 deadline are those communities who have resisted the planning law. A two year extension is not likely to convince these communities to start planning now. Communities that have complied should not be penalized for complying with the law.

A proposal to require the state to compensate landowners for any economic impact that a state regulation might have on an individual's property (AB 805), also sponsored by Representative Williams, failed to become law. The proposal was modeled after the state of Oregon's "Proposition 37" that has thrown land use controls into chaos - and the courts - in that state. The proposal passed the state Assembly but was not taken up in the state Senate.

A bill (AB-453) sponsored by Representative Dan Meyer (R-Eagle River) would have given counties the ability to determine the ordinary high-water mark of lakes. This bill is intended to allow much more development along lakes in northern Wisconsin by taking away jurisdiction of the Department of Natural Resources in determining which shorelands are compatible with new development.

Regional Transit Authority

Legislative leaders could not find enough agreement to even introduce legislation that would allow local municipalities to create Regional Transit Authorities (RTA). RTAs are seen as the best hope local units of government have to maintain or grow transit services. State and local transit aids have not kept up with inflation, which has led transit systems to raise rates and/or cut routes. Transit service demand is growing across Wisconsin and is seen as necessary in order to reduce global warming automobile emissions.



A special committee of the Legislative Council will meet this summer to develop recommendations for RTA legislation.



Governor Doyle Announces Planning Grants for 149 Local Governments

The state announced its 2007 Smart Growth comprehensive planning grants in April. 149 local governments throughout Wisconsin received grants to help communities develop and adopt locally-created plans to address long-term needs, promote economic development, and guide future land use decisions.



Grants were awarded to eleven applicants that included participation of 149 counties, cities, villages, towns, and tribes, as well as a regional planning commission. The Comprehensive Planning Grant Program began in 2000, and since that time 1,113 local and regional governments have received grants to develop comprehensive plans. The Comprehensive Planning Grant Program is designed to encourage intergovernmental cooperation and requires public participation in the development of local plans.

Grants are awarded on a competitive basis and administered by the Wisconsin Department of Administration. The projects require local matching contributions. The department will host a series of comprehensive planning grant workshops this summer for communities interested in applying for 2009 grants.

For a complete list of the grant awards and individual communities affected, visit www.1kfriends.org.

Lisa MacKinnon

1KFriends Policy Director
moves on.....



Lisa started as an intern with 1000 Friends while in law school in 1999. After graduation she was hired as the staff attorney and project director for the Rural Counsel Project, a program designed to help protect agricultural and pastoral landscapes from growing development pressure. She became Policy Director in 2003 and closely followed and promoted all legislative activity related to 1000 Friends' issues, including defense of the Smart Growth law. She was on the leadership team of the Governor's Conference on Forestry and in recent years became very involved in the Natural Step framework for Sustainability Principles. Lisa co-founded the North American Eco-Municipality Network and traveled to Sweden to get a first hand look at eco-municipalities in action. She is now following her passion assisting eco-municipalities in Wisconsin and promoting the Natural Step sustainability principles across the world. Thank you, Lisa, for all of the amazing work you have done over the past 8 years and we wish you well in your new endeavors.

Governor's Global Warming Task Force Recommendations

Transportation and Land Use Working Group

(Co-Chairs: Steve Hiniker, 1000 Friends of Wisconsin and John Pearse, Manager, General Motors, Janesville, WI)

The Transportation Working Group was made up of representatives from the auto industry, freight handlers, municipal leaders, roadbuilders, home builders and environmental advocates. Working for over a year, the group met dozens of times to craft a strong consensus on policies ranging from increased funding for transit to more reliance on low carbon fuels to better community design. The only recommendation that was advanced without a consensus was the proposal to have Wisconsin adopt stringent California Car standards for automobiles and light trucks sold in Wisconsin.

The diverse group worked extremely well together coming to the conclusion that technology alone will not allow us to meet our goal of cutting global warming emissions from the transportation sector (24% of all greenhouse gas emissions in Wisconsin).

Even with the most aggressive policies to increase gas mileage in cars, the only way to meet our target of reducing emissions to 1990 levels by 2020 is to shift development patterns so that communities support walkable neighborhoods and the expansion of transit services. The recommended policies are broad in scope and will require local units of government to adopt the policies to be successful. If these policies are not adopted, we will see net gains in global warming emissions from the transportation sector in the decades to come.

Specific policies are detailed in the Transportation Working Group recommendations that can be found on our website: www.1kfriends.org

Some of the highlights of the Transportation Working Group:

- Legislation to allow local units of government to create Regional Transit Authorities that have the ability to raise revenues for transit by implementing a one half cent sales tax in the region.
- Reform of Tax Incremental Financing that discourages development that increases carbon dioxide emissions.
- Model Parking ordinances for communities to adopt that require commuters to pay the true cost of parking.
- "Smart Growth Dividend" funding which would provide funding for the provision in current state laws that rewards communities that establish traditional neighborhood design ordinances.
- "Fix it First" funding policies for transportation spending. This places the highest priority on funding the repair and maintenance of existing roads before spending money on highway expansion plans.
- Transportation Demand Management plans for large employers near transit facilities. This is a voluntary program to help employers develop alternative commuting options for employees who currently rely on the automobile for travel.



A Day in the Life..... Barb Irvin - Finance Director

Barb Irvin, Director of Finance, joined 1KFriends in 2004. Not only is Barb a financial whiz, she works computer magic and keeps everyone organized. She sits on the board of Community Shares of Wisconsin and the Goodman Atwood Community Center and also volunteers for other organizations. Barb doesn't own a car so you'll see her pedaling all over town on her way to the gym, yoga, a board meeting, the Harmony Bar.....

Water bottle to stay hydrated

Gym clothes for after work trip to Monkey Bar Gym

Community Shares Board member

Essential Coffee Mug to stay alert

Calculator to keep finances in order

Membership checks to enter

Greeting members with a friendly voice



Mouse to work computer magic

Cell Phone to stay in touch

Bike Helmet for safe riding

Rainproof jacket for riding in all weather

Brief case to carry lunch

1kfriends parking lot



Commuter bike for getting around town



Off to a Goodman Atwood Community Center board meeting

Barb on vacation in Provence



1000 Friends Board Profile



Caroline (Kine) Icks Torinus

Kine (short for Caroline), born in Green Bay has lived in Wisconsin most of her life. She and her husband John live on a 16-acre former farm in the Town of West Bend. Although the address indicates “lake”, they actually live on a swamp, which they view as much preferable. They donated

11 of the 16 acres to the local

land trust. Kine loves the outdoors and will do almost anything to get other people to enjoy it as much as she does – in any kind of weather.

Long an advocate of preservation of open space and environmentally sensitive areas, she says she is thrilled to be connected to 1000 Friends of Wisconsin. “With the growth pressures affecting our communities, and so many townships without a growth plan, I fear development will proceed at the expense of the very things that attract people to our state – fresh water, clean air, woodlands, wetlands, glacial hills, open spaces and all the wildlife these habitats attract,” she says.

Her dream is to have livable, compact communities where people have transportation choices to get about. She loves bicycling the roads of Wisconsin but also uses her bike for transportation in her community. Although West Bend has developed a north-south Rails to Trail through the city, it has no safe bike/ped east-west trail system. She is working to change that.



Bridge on the Eisenbahn Bike Trail near West Bend

Most of her civic interest is connected to land use issues, and by serving on boards of organizations such as the Ozaukee Washington Land Trust, 1000 Friends of Wisconsin, Milwaukee River Revitalization Governor’s Council and Northland College, she hopes to make a difference. She served as president of the land trust for four years. The mayors of the City of West Bend appointed her to serve on two planning commissions. She was elected Vice President of the Urban Design Committee and the West Bend Technical Advisory Committee for Comprehensive Plan 2020.

“Long ago, I decided there was no sense in wringing my hands and gnashing my teeth when I saw my favorite places paved over or bulldozed to make room for a development. We can’t complain if we stand on the sidelines as spectators.”

Most recently, she was part of a grassroots, citizens’ steering committee formed to protect farmland by purchasing development rights with public funds using the county sales tax. The proponents won at the county board on the first round but later lost the referendum.

“I am passionate about digging in the soil and love working in my perennial garden, prairie and woodlands. I have learned so much about native plants from volunteering for restoration activities with the land trust.”

Besides biking on farm-to-market roads, she trains retrievers for fieldwork. Any excuse to be outside. It’s a great way for her to be a part of the seasons. Kine’s library is full of books – biographies, health and urban planning, architectural design, native vegetation, protecting water resources and ecosystems and lots more

Kine is a retired speech/language clinician and holds a BS and MS in Communication Disorders from UW-Eau Claire and a BA in Biology from Denison University, Granville, Ohio. She does desktop publishing for the Serigraph, Inc., company newsletter and spent 12 years teaching school-age children with exceptional educational needs.



Around the State



Clean Water: From Politics to Policy

1000 Friends is a cosponsor (and a lead organizer) of a major conference on stormwater management in Manitowoc on July 24 and 25th. We are sponsoring the conference with the Alliance of Cities, League of Municipalities, Wisconsin Counties Association, Wisconsin Towns Association, Wisconsin Builders Association and the Municipal Environmental Group. The conference will address the challenges of meeting new federal and state regulations on polluted runoff. We will explore innovative and cost effective ways for communities to meet the requirements within current budget constraints. We are targeting municipal leaders, farmers and environmental advocates.

For details and registration go to
www.1kfriends.org

Southeastern Wisconsin Watershed Trust

1000 Friends has become an official partner in the Southeastern Wisconsin Watershed Trust, a coalition dedicated to cleaning up the Milwaukee River Watershed through innovative land use controls. We will be an important part of this effort over the next several years. Our first task is to document the important linkage between land use and water quality. Visit our website for more details.

Earth Day Program

1000 Friends of Wisconsin was a cosponsor of the Nelson Institute April 16 Earth Day program. Executive Director Steve Hiniker presented the recommendations of the Transportation Working Group of the Governor's Task Force on Global Warming. Those recommendations included policies that help communities grow in ways that reduce dependence on the automobile. Specific policies included increased funding for transit and model policies for compact development that leads to walkable communities that can also support transit services

Bike Events Around Wisconsin

The 2008 Ride Guide

The Ride Guide is a yearly publication that lists all of the bicycle races, tours, events, and classes in the state. The guide also lists bike clubs, bike shops, bike-friendly businesses, governmental contacts, and advocacy resources.

Stop by your local bike shop and request a copy.

You may also call:
 Bicycle Federation of WI
 Madison - 608.251.4456
 Milwaukee - 414.271.9683



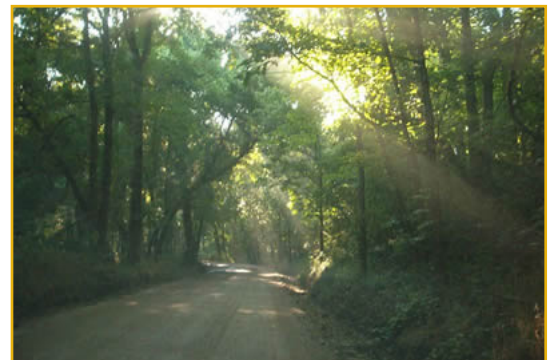
Happy Cycling!

1000 Friends Website

Kevin Pomeroy is working to update and redesign our website. Thanks to Steve Born, Kevin has hooked up with a Madison Area Technical College class that is doing the redesign work. It will be completed this summer so be sure to check it out!

Green Oconomowoc

Green Oconomowoc – a group supporting sustainable growth practices – heard from Steve Hiniker about how communities can grow in ways that promote economic investment in existing downtown areas as well as increasing housing opportunities in areas adjacent to business districts. Hiniker stressed that community design is at least as important as building design for energy independence and reductions in greenhouse gas emissions.





Quotes from News Stories about 1000 Friends

On Widening I-94 between Kenosha and Milwaukee

Milwaukee Journal-Sentinel, May 3, 2008

"The change in travel times is so insignificant, you cannot justify a \$2 billion project on them," said Steve Hiniker, executive director of the environmental advocacy agency, 1000 Friends of Wisconsin. "They're minuscule. They put those travel times in more as a political statement."

Court Upholds Moratorium on Development

Milwaukee Journal-Sentinel, March 7, 2008

Wisconsin towns are praising a legal victory that allows them to control development within their borders by imposing building moratoriums.

Land-use planning advocates praised the Appeals Court ruling in a case that was closely watched by town officials as well as landowners and developers.

"It's good news for towns and for land use," said Steve Hiniker, executive director of 1000 Friends of Wisconsin.

"The essence of the comprehensive land-use law is that it's comprehensive; you have to stop and assess all aspects of a community at once before you go forward."

Hiniker said allowing towns the opportunity to pause development while they write land-use plans is likely to result in better-accepted, more valid plans that will provide solid guidance to developers.

"At the end of the day, it's probably going to be a good thing for Realtors and builders because, with this ruling, towns are more likely to come up with plans that will be implemented," he said.

Sluggish Market May Save Farms

Milwaukee Journal-Sentinel, Jan. 20, 2008

Steve Hiniker, executive director of 1000 Friends of Wisconsin, a land-use advocacy group, said the slowdown in the housing market could be good news for farmland preservation and for urban areas, as well.

"The silver lining in all this is for urban areas that will see more growth," he said.

"And that means more farmland and natural areas will be left open and urban areas will be that much more exciting."

"A home building slowdown might mean developers will catch up with changing demographics and consumer preferences," Hiniker said.

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

Slower Housing Market, High Gas Prices Could Help Preserve State's Farms

Madison WISC TV 3, Jan 21, 2008

Land-use experts and real estate agents said that people have become wary about building new homes and commuting long distances. This could mean a slowdown to suburban sprawl and preservation of Wisconsin farmland.

Steve Hiniker, the executive director of a land-use advocacy group, said that he thinks urban areas will see more growth, and farmland and natural areas will be left open.

High Price of Gas Hits Drivers in the Pocketbook

Wisconsin Radio Network, April 22, 2008

We're being urged to change our driving habits, as high gas prices continue to pinch our pocketbooks.

At some point, the public will have to come to grips with expensive gas and how it affects our lives. That from Steve Hiniker of 1000 Friends of Wisconsin, which advocates the increased use of mass transit systems over automobiles.

High gas prices or not, Hiniker says people are still driving. He says some people are making different choices as the cost to fill up increases, but for the most part driving behaviors remain unchanged.

Hiniker realizes we're not going to abandon our cars overnight because of high prices. However, he says society needs to look at mass transit more to reduce the reliance on personal vehicles.



Board Member Sheila Cohen biking with her daughter Kimberly Wasserman and family



Kevin Pomeroy and his family, Diane Pucetti and daughter Olivia



Steve Hiniker and daughter Dana



Deb's grandson Wally Rowe - ready to ride!



Deb Nemeth



16 North Carroll Street
Suite 810
Madison, WI 53703
608.259.1000
www.1kfriends.org



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

In Memorium

Dennis Buege by Catherine Buege
Lemuel Fraser by Laurie Fox
Loren & Richard Grefsheim by
Richard C. Burnson
Alan Stalbaum by Virginia Cornue
Mirdza Zalans by James Freeman



Kine Torinus