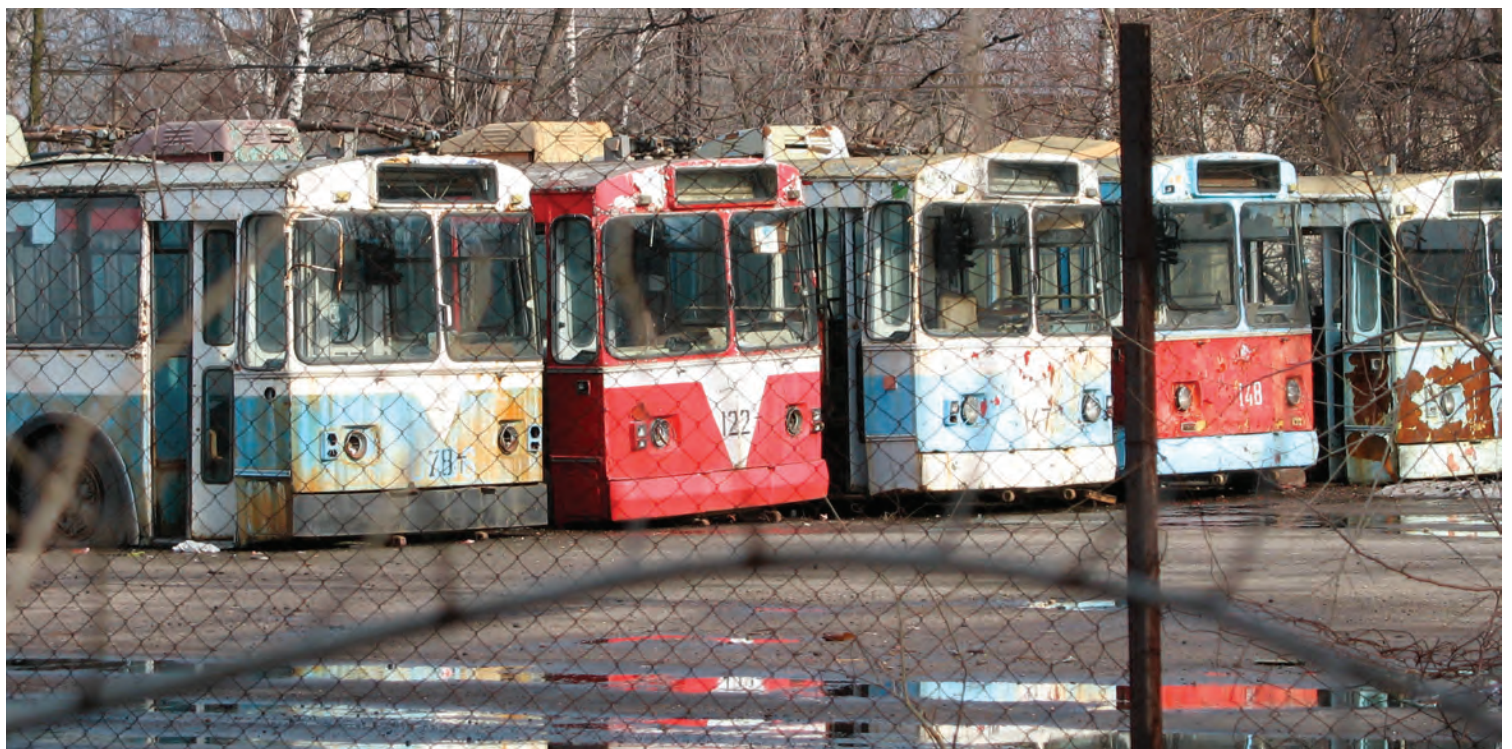

1000 FRIENDS OF WISCONSIN

LANDSCAPES

Volume 17, Number 1

Spring 2013



The Director's Desk

1000 Friends of Wisconsin

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

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

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Demographic trends are helping our landscape. No doubt about it. Wisconsin's aging population is booming with nearly 30% of the state's population expected to be over 65 by the year 2040. These people will be driving less and relying on transit more. These people will also be more likely to live in urban areas where transit services will aid mobility.

At the same time that older Wisconsinites are driving less, we are seeing that young people are also driving less than the generation before them. From 2001 to 2009, the average annual number of vehicle-miles traveled by young people (16 to 34-year-olds) decreased from 10,300 miles to 7,900 miles per capita—a drop of 23 percent. These youngsters are less interested in cars and more interested in urban living. This generation is also much more likely to live in urban areas with good transit and other amenities.

What this means is less demand for new highways that promote sprawl - which also means less development on farmland and natural areas. And - if we want those people to stay in Wisconsin, we will need to invest in the infrastructure that meets their needs. Like good transit and good local streets and sidewalks.

The problem is that our elected leaders aren't paying attention to these demographic shifts.

Just as people are driving less, the Governor is proposing massive spending (over 300 million dollars) on new highway construction. Why build more roads when people are using them less?

At the same time, transit demand is up (Madison gained 15% more riders last year alone!) Yet in his budget, the Governor recommends keeping the 10% cut imposed in the last budget AND moving the source of funding for transit from the Transportation Fund to the General Fund. That may seem like a budget detail that only budget geeks would be concerned with but it actually means that transit will be put into a funding source that is already overstretched. Transit would have to compete for funding with police, fire and other essential services. It's a crafty way of imposing more likely cuts on this vital service.

If we continue to waste money on new highways, cut essential services like transit and starve urban areas with cuts in shared revenues and local transportation aids, we will be shortchanging our future.

In this issue of Landscapes we explore programs that make communities better places to live and we delve into transportation spending issues with recommendations for better meeting our future needs.

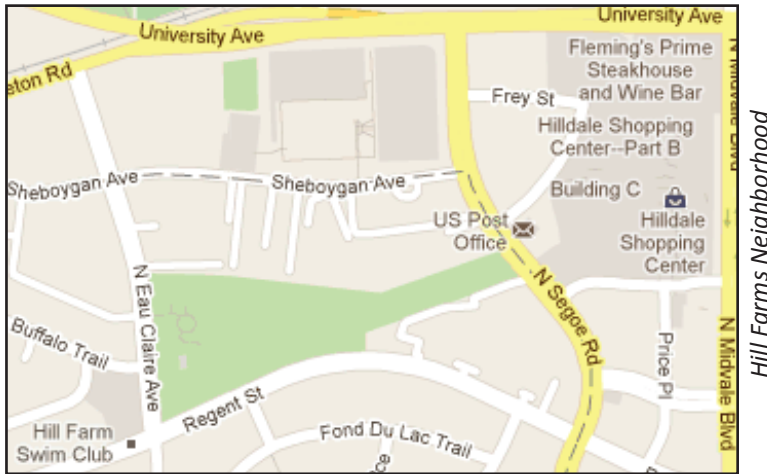


An Urban Redevelopment Opportunity

From Parking Lot to Great Neighborhood

Ashwat Anandanarayanan, Transportation Policy Associate

Located just south of University Avenue on Madison's west side, the Hill Farms neighborhood is designed to be a vibrant community with a variety of land uses including housing, schools, parks, churches, shopping and office space.



17 acres of parking lot

1400 parking spaces



The offices of the Wisconsin Department of Transportation, which also houses the Department of Motor Vehicles, are located on 21 acres of state property in the middle of this mixed use neighborhood. WisDOT maintains a 17 acre parking lot on the property which can accommodate approximately 1400 vehicles. The majority of the parking is reserved for employees while a smaller portion is provided to WisDOT customers.

The plan we are proposing will allow for more sustainable use of the land, in addition to providing financial benefits to both the state and to the city while improving the quality of life in the Hill Farms Neighborhood. We are very pleased to report that the governor has included a proposal in his budget to sell the Hill Farms parking lot for redevelopment.

The Hill Farms parking lot is surrounded by mixed-use developments which enhance the quality of life and contribute towards maintaining a vibrant and livable community. The parking lot is underutilized and also visually unattractive and lowers the property values of adjacent properties. According to recent Department of Administration estimates, the state spends around \$80,000 annually on maintenance and repair of the parking lot. The expanse of asphalt is impervious and constitutes a major source of storm water runoff.



Flooding on University Ave.

This large volume of water caused periodic flooding at the intersection of University Avenue and Midvale Boulevard and in the surrounding Shorewood Hills neighborhood.

The existence of the lot removes incentives for WisDOT employees to use public transit – and attracts automobile traffic, which significantly degrades the quality of life in the neighborhood.



We propose that the state consider selling the 17 acre parking lot at the site and allow it to be redeveloped to uses more suited to the characteristics of the neighborhood. Such a sale would have numerous benefits to the state, Dane County and the city of Madison. Additionally, the state could consider selling the entire 21 acres and relocate the WisDOT offices to a less costly site.

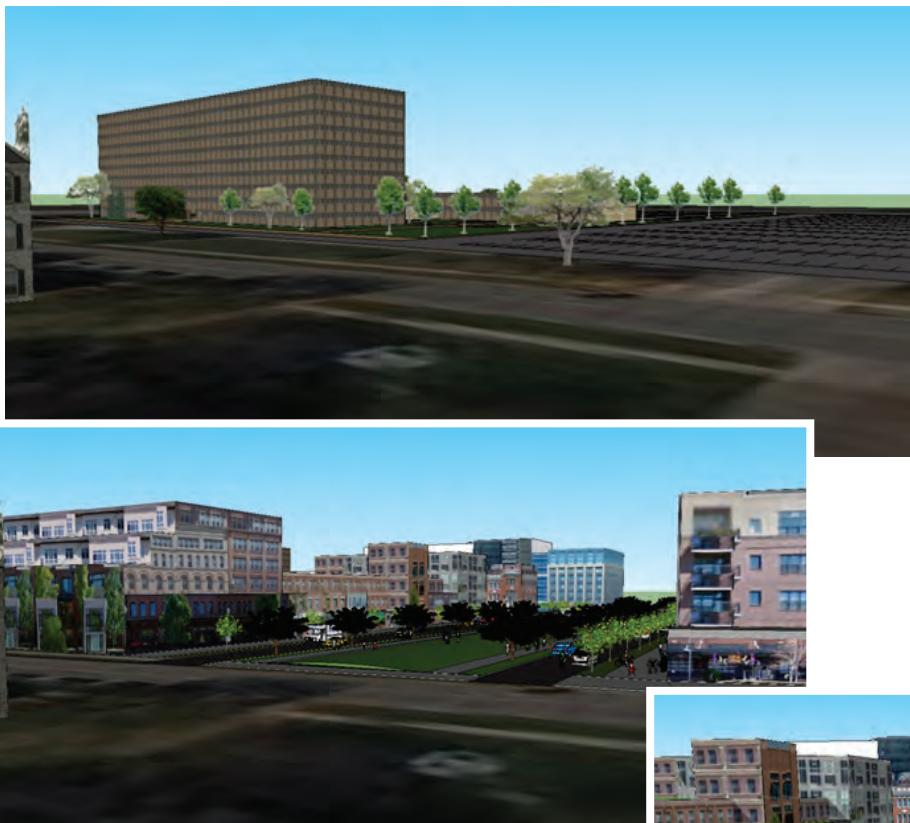
Using estimates from similarly zoned properties in the area, the state would stand to gain approximately \$10 – 15 million from the sale of the 17 acre parking lot. Converting the parking lot to a mixed-use development would increase the property value and net the city close to \$1 million in property taxes annually. It would provide a unique opportunity to create transit-oriented development which improves pedestrian and bike access and build on the recent redevelopment of the entire Hilldale Mall area. Sustainable storm water management on the redeveloped lot would prevent large volumes of surface water runoff and prevent flooding and pollution of the lakes.

\$10-15 Million
in sales revenue

\$1 Million
in new property taxes

Several studies have shown that excessive parking is detrimental to economic vibrancy and does not help alleviate roadway congestion. The benefits associated with providing parking are outweighed many times over by its long term costs. Instead, cities which make places of work and recreation accessible by bike, foot and public transit see significant economic benefits.

As an incentive for WisDOT employees to use public transportation, we suggest that they be offered monthly travel passes from Madison Metro Transit. This will boost transit ridership in the city and take cars off the road, resulting in reduced congestion and improved air quality. Metro Transit has indicated that they are also willing to work with the state to provide park-and-ride services from remote lots. By taking the lead on this project, the Department of Transportation would set an example of sustainable planning and transportation practices which may well be emulated by other businesses and agencies in the city and across the state.



*Artist renderings of current site
and potential new development*

Artist Renderings: Matt Covert





Legislative Update

Budget Time

Spending for new, sprawl inducing highway construction would increase by \$380 million under the 2013-15 biennial budget proposed by Governor Walker. This – despite the fact that for the past decade, Wisconsinites have been driving fewer miles! Why expand highways when traffic is decreasing?

Despite the increased spending at the Wisconsin Department of Transportation, local units of government fare no better this year than last. Local roads and sidewalks continue to be underfunded and transit services keep the 10% cut imposed in the last budget. Making things worse, transit funding is shifted from the Transportation Fund to the General Fund where transit will face stiff competition for limited funds from programs like school aids, shared revenues and other essential programs.

We Need Your Help!!

Please contact your legislator and ask him/her to:

- Cut wasteful highway spending by 10%
- Increase local transportation reimbursements by 20%
- Increase transit funding by 30%
- Keep transit funding in the Transportation Fund



The state could easily cut highway spending by 10% without jeopardizing any essential programs (and tighten their belts like every other state agency has been asked to do.) That 10% cut would provide enough savings to fully fund the local transportation reimbursement program by 20% and fund transit with a 30% increase --- and still have more than \$80 million left over!

Visit our website for more information on how to fix the Transportation Budget to meet 21st century transportation needs. www.1kfriends.org

Check out the new design!

www.1kfriends.org

Updates include :

- a cleaner, simpler layout with easy to follow navigation
- an expanded, up-to-date “what we do” tab and photo slider highlighting current projects
- regular postings to the “news” section so readers know what’s currently happening at 1k Friends
- a design that is responsive to mobile devices and that supports video

Looks better, works better, more information!



GREEN DOWNTOWN

Program Overview

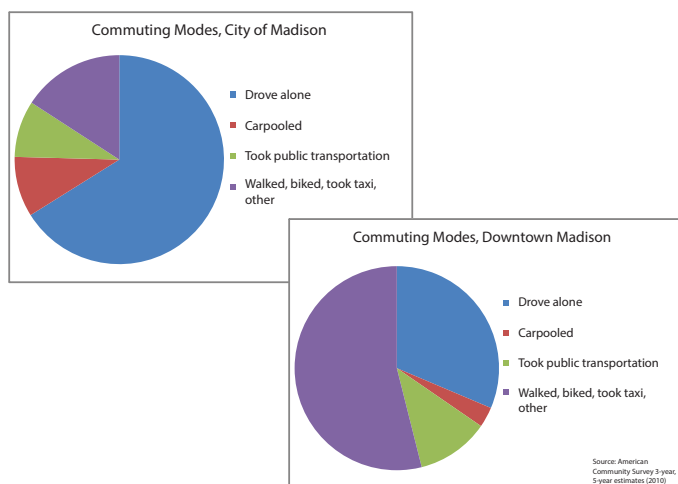
Cities are complex, dynamic places that pose vexing challenges to those interested in sustainability and their environmental footprint. But the density of people and ideas inherent to our downtowns can foster an atmosphere of innovation and collaboration that are a community's strongest assets as it tries to become more sustainable. Last year, 1000 Friends of Wisconsin and Madison Gas & Electric began a research initiative to better understand that dynamic. Green Downtown has yielded exciting ideas, new sources of data, and interesting ways of exploring and understanding existing data regarding Downtown Madison's sustainability successes and challenges.

Highlights of the past year include:

- A survey of downtown residents that yielded a wealth of knowledge on how urban dwellers live and how they feel about sustainability;
- Inclusion of a sustainability component in Downtown Madison, Inc.'s 2012 State of the Downtown report;
- Additional avenues of research that we have begun to explore at greater depth, including renewable energy potential, walkability and streetscape design, and urban watershed quality improvements;
- Production of a Green Downtown Report, which will be released in April

Research Highlights

commute modes and transportation choices



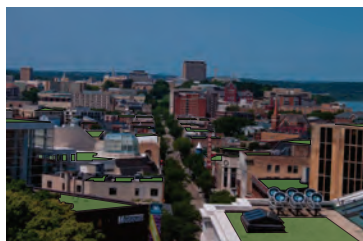
1.3 Average number of vehicles per household

1.15 Average number of bicycles per household

walk appeal and walkability of downtown streets



watershed protection potential



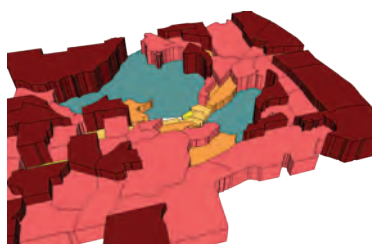
Green roof visualization



Stormwater runoff mitigation

energy advantages

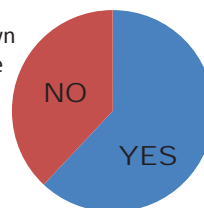
Per capita GHG emissions by census tract



Renewable energy education in well-traveled public spaces



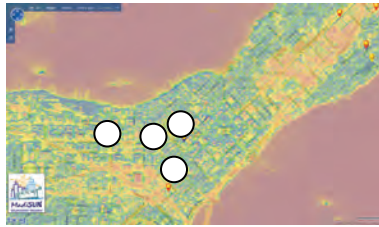
62% of downtown residents believe they live in a sustainable neighborhood



food systems sustainability



Downtown Madison and its surroundings have high solar energy potential due to high, flat roofs and underutilized land. However, solar energy installations (in white) are fewer than one would expect and not necessarily placed to best utilize this potential.



What's Next

We will focus during the coming year on research to help us better understand what makes downtowns unique when it comes to sustainability. We will also begin to put our research into action by reaching out to sustainability-minded downtown businesses.

First, we will engage community partners to host a downtown business workshop on sustainability practices during the summer. The goals are threefold:

1. Provide informational and educational material for businesses on potential of engaging in sustainability practices with proximate businesses;
2. Gather input from these businesses regarding the opportunities and barriers to engaging in collaborative sustainability; and
3. Foster networking among likeminded businesses to lay the groundwork for future initiatives.

Potential collaborative sustainability efforts may include:

- Joint food waste composting for adjacent restaurants
- Bulk purchasing of sustainable supplies
- Pooling resources for bike facilities
- Sharing the cost of infrastructure improvements, including renewable energy installations, green roofs, or pervious paving on sidewalks

We will also lead multiple efforts to increase the visibility and educational power of sustainability education and demonstration downtown.

For example, we propose designing and organizing a sustainability walking tour of downtown Madison. This tour would highlight MG&E's solar power installations, downtown's green roofs and LEED-certified buildings, and effective public spaces that contribute to a livable neighborhood.

This tour would stop at the locations shown on the map at left, including the state capitol, the Madison Children's Museum, the new Central Library, Monona Terrace, and State Street. The purpose of the tour would be to make downtown's sustainability a major highlight of visitors to downtown. In particular, we will seek to emphasize the educational and demonstrational aspects of high-visibility sustainability efforts downtown. For example, MG&E's state capitol installation is as important for its educational kiosk as for its energy production.



We also hope to partner with the private and public sectors to combine public space improvements with renewable energy and conservation demonstrations. Examples of this may include:

Creating shade umbrellas for outdoor seating with solar panels for charging mobile devices (see visualization below).



Working with Madison Children's Museum to develop educational installations downtown that celebrate and demonstrate sustainability.

We will also work this year to develop an online neighborhood sustainability index that makes this research available and navigable on our website. Our goal is to build a framework that allows the user to assess a variety of urban neighborhoods using our metrics. Green Downtown will serve as a model for assessing neighborhood-scale urban sustainability and identifying strengths and weaknesses of different neighborhoods.

Stay tuned for more updates from Green Downtown throughout the spring and summer, including new research, thought-provoking maps and visualizations, and a Green Downtown Report due out in April!

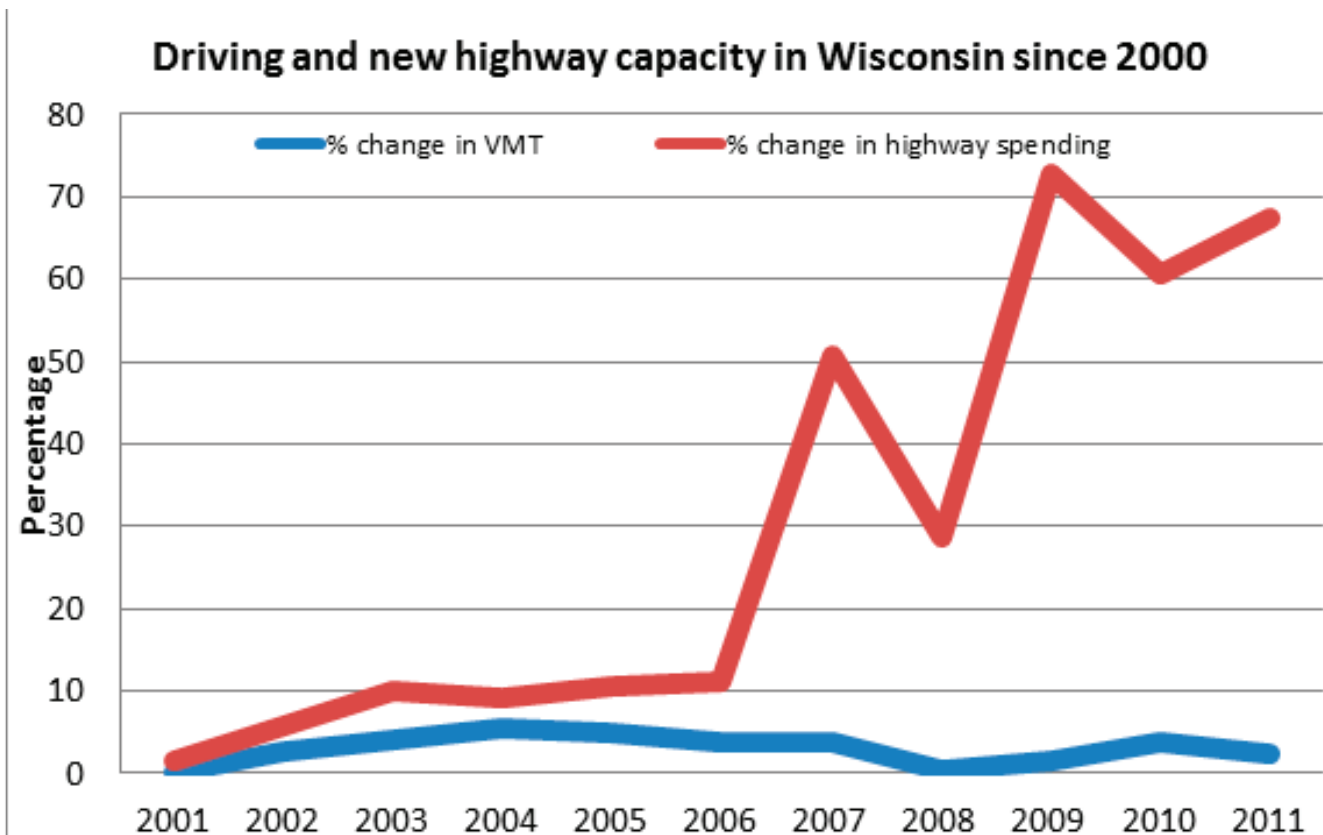
Matt Covert, Green Downtown Project Manager

Transportation Spending Reform

Fix it First

Ashwat Anandanarayanan, Transportation Policy Associate

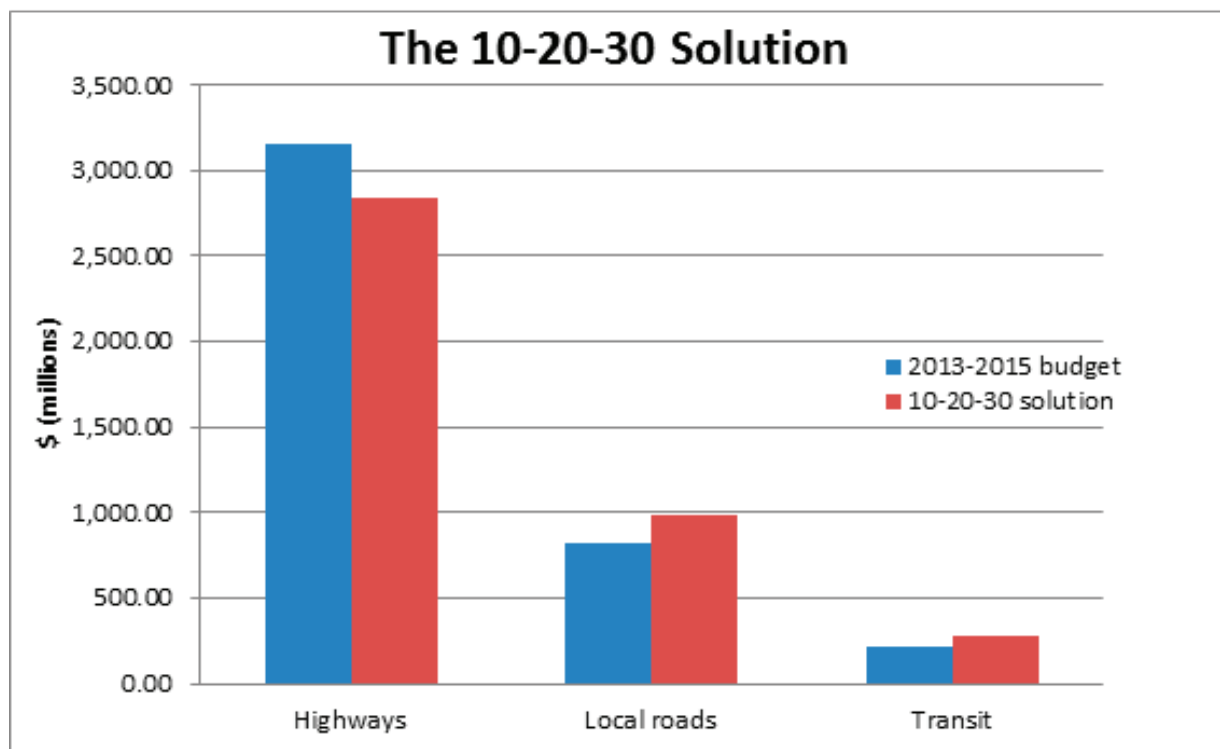
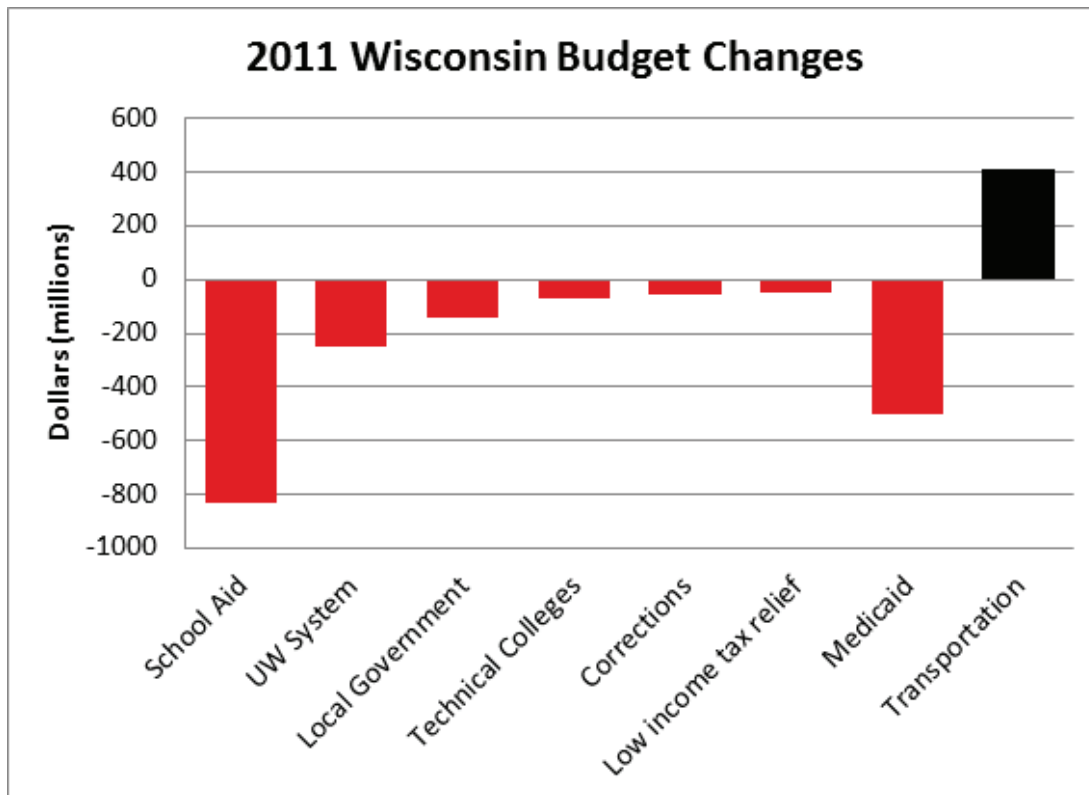
Transportation in the state is in crisis. For years, we have heard the Department of Transportation and policymakers bemoan falling revenues from the gas-tax. Indeed, as cars become more efficient, they use less gas and contribute less money to the transportation fund. It is estimated that 71% of Wisconsin's roads are in poor or mediocre condition. Driving on these roads costs motorists 1.147 billion dollars a year in extra vehicle repairs. In these dire straits, we should be focusing on fixing what's broken first, before moving on to building new highways. Unfortunately, this is the opposite of what's really happening.



The graph shows increases in new highway spending since 2000, while contrasting it with how much people are driving.

In the Governor's new transportation budget request, over 300 million dollars are allocated for major highway development, with an additional 500 million dollars being used to fund upgrades to the Hoan Bridge and the Zoo Interchange – all from debt spending. This is in stark contrast to non-highway spending. Towns and cities are reimbursed only about 17% of their total spending on repair and maintenance of local roads. Transit agencies across the state have been facing deep budget cuts jeopardizing access to jobs, schools and healthcare for thousands. In addition, transit funding will now come from general purpose funds, which means that it has to compete for money with essential services like education and healthcare. Funding for bike and pedestrian facilities has been slashed in half – leaving programs like safe-routes-to-school in a precarious position.

The way we're traveling is changing. Young people want to drive less and use more sustainable modes of transportation like transit, walking and biking. This budget completely ignores these trends and continues to focus on unnecessary highway expansions which in addition to enormous capital costs, will lead to millions of dollars in maintenance and repair costs in the future.



1000 Friends of Wisconsin is partnering with the Sierra Club and Wisconsin Public Interest Research Group (WISPIRG) on an effort to bring a small but significant change to transportation funding in the state. We propose a 10% cut in highway spending, which will be used to increase local road spending by 20% and transit spending by 30%. The highway budget is so large that a 10% cut will allow for an increase in spending in these other sectors, with millions of dollars left over. For information on how you can help us with our effort, please visit our website at www.1kfriends.org

Menomonee Watershed Update

Phase 1 Completed

Kate Morgan, Water Policy Director

1000 Friends of Wisconsin continues its work in SE Wisconsin advancing key watershed initiatives with the support of a major grant from the Fund for Lake Michigan for a project titled: Prioritizing Codes and Ordinances in the Menomonee Watershed for Green Infrastructure.

Green infrastructure is a proven and effective means to improve water quality and habitat by reducing stormwater pollution and flows into our waterways, but there are critical barriers to its implementation. This project addresses one of the key barriers: municipal codes and ordinances that limit the implementation of green infrastructure.

Municipal codes and ordinances have a broad impact, as they govern and can incentivize or deter green infrastructure implementation by both the private and public sectors. Modifications to local codes, ordinances, and review processes can encourage municipalities, builders and developers as well as property owners to implement green infrastructure practices.

Our program partners include Milwaukee Metropolitan Sewerage District, Milwaukee County Department of Environmental Services, and Southeastern Wisconsin Watersheds Trust. The municipal partners for this project include: Germantown, Menomonee Falls, Brookfield, Elm Grove, Greenfield, Wauwatosa, Butler, West Milwaukee, and the City of Milwaukee. Juli Beth Hinds of Birchline Planning, a nationally recognized expert, is our consultant for the project.

The project is proceeding over the next year in three phases: **Phase 1 is complete.** It updated Milwaukee Metropolitan Sewerage District's 2005 audit of codes and ordinances; Phase 2 – prioritize codes and ordinances needing revision by aligning with the needs of the watershed restoration plan and

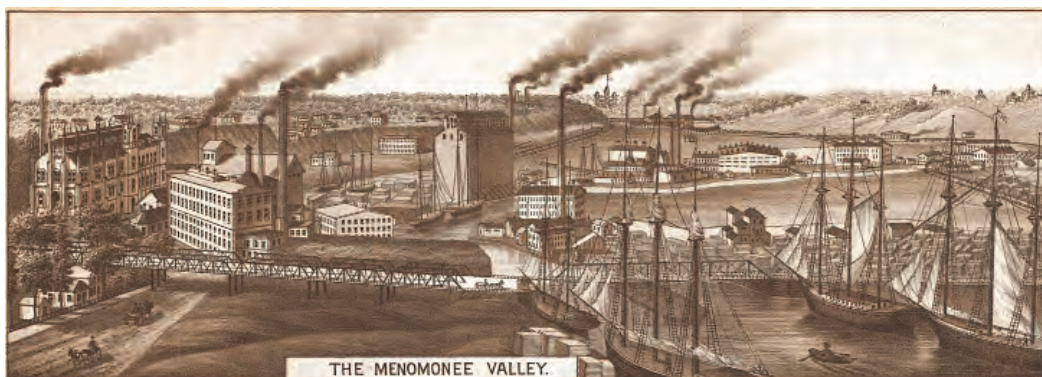
GIS analysis; Phase 3 – meet with our municipal partners to discuss recommendations and to develop strategies to move forward with the prioritized revisions in their communities.

This project builds local capacity and brings technical assistance for this work at a time when municipalities are facing restricted budgets and reductions in personnel. By prioritizing needed revisions with the watershed restoration implementation plan and GIS analysis, the project will guide the efforts of municipal staff to undertake the work of code revisions where those changes will have the largest impact.

There are three central objectives of the project: 1) to clearly outline barriers to green infrastructure that exist in current codes and ordinances that either prohibit or inhibit greater adoption of green infrastructure; 2) to increase the potential for the revisions of green infrastructure-friendly codes by prioritizing codes for the municipalities; and 3) to further enhance the ability of the municipality to advance codes/ordinance revisions by providing them with new language for the revisions tailored to their needs.

Additionally, the project advances the efforts of the Menomonee River Group of Municipalities' with their pilot watershed-based permit by bringing added capacity and capability to the Menomonee River Group. This foundational work will position green infrastructure as an integral component of a watershed-based approach to address nonpoint pollution.

While the project focuses on the Menomonee River watershed municipalities, the approach will be replicable and will help to facilitate the development of strategic code and ordinance revisions in other communities within watersheds draining to Lake Michigan. This will lead to greater widespread adoption and implementation of green infrastructure practices.



Community Shares of Wisconsin Backyard Hero Sunny Reichertz

UW grad student Sunny Reichertz checked daily on state legislature news, tracking all bills that were of interest to 1000 Friends of Wisconsin and its many environmentally conscious members. She was also in charge of the group's print and web Legislative Update. Sunny worked on the Benchmarks revisions as well. The staff say she's not only intelligent and diligent, she's a delight in the office.



Reprinted from the Isthmus.

Antonia McGinn

Green Tier Legacy Communities Intern

"I'm originally from the Madison area, but throughout my childhood my parents and I moved to various towns around the state; eventually we landed up north in Wausau,



Wisconsin. Currently, I am a senior at UW Madison double majoring in Anthropology and Environmental Studies with a Certificate in Global Health. In addition to my coursework, I work at the Arthur H. Robinson Map Library on campus. I'm also the Associate Director of Grants and Administration for WUD-Alternative Breaks, a student organization dedicated to planning domestic and international weeklong

volunteer trips for students during our winter, spring, and summer breaks in a variety of subject areas.

Working with 1000 Friends has given me the opportunity to continue working with communities on conservation and sustainability initiatives here at home and has also given me great insight into the world of policymaking."

Welcome New Board Members Brynn Bemis & Karen Sands

Brynn Bemis, a Wisconsin native, works as a hydrogeologist for the City of Madison managing a range of environmental issues. She coordinates the remediation of contamination on City-owned land and supervises environmental monitoring networks throughout the City. Most recently, with the award of several state and federal grants, she jumpstarted the City of Madison's brownfields program, focused on promoting sustainable redevelopment along Madison's urban corridors. She lives in Madison with her husband and is an avid community gardener and bicycle commuter.

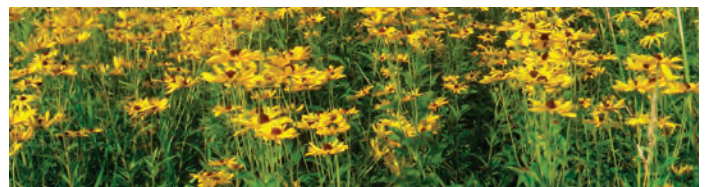


Karen Sands is the Manager of Sustainability for the Milwaukee Metropolitan Sewerage District where she manages and collaborates on a number of green infrastructure, energy, and climate change projects and programs that benefit water



resources throughout Southeastern Wisconsin. Besides sustainability, Karen has also led a number of high-profile planning, public involvement and watercourse programs for nearly 10 years at MMSD. With over 20 years of professional planning experience altogether, she has a master's degree in Regional Planning and a bachelor's degree in Geography, both from the State University of New York at Albany. She is

certified by the American Institute of Certified Planners and also has a certificate from the International Association for Public Participation. She serves on the boards of the Friends of the Hank Aaron State Trail and Clean Wisconsin.





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Welcome New Friends

Else Ankel 3457, Brynn Bemis 3456, Alex Cornell 3455,
Ben Neff 3452, Sonja Reichertz 3453, Alex Rothstein 3454,
Robin Wagner & Lisa Lepeak 3450

Robin Wagner - 1 K Friends new Office Manager

I have always lived in Wisconsin. I grew up on a farm in rural Wisconsin and attended UW Madison. The health of Wisconsin is important to me. I want the farm fields surrounding my childhood home to remain fields and the city where I went to school to continue to be one of the best. I am also an avid bird-watcher and worry about poor planning destroying natural bird habitat.

1000 Friends of Wisconsin's focus on smart land use drew me to start volunteering here in 2011. And in 2013 I was lucky enough to start working in the office as the office manager.

Robin has re-designed our website and is taking over financial duties among other things. We're so fortunate to have her on our team!. Welcome!

