
1000 FRIENDS OF WISCONSIN

LANDSCAPES

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Summer 2014



The Graying of Wisconsin

The Director's Desk

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1000 Friends of Wisconsin

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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Wisconsin's changing demographics will have profound impacts on our landscape in the years to come. We will generally be older, more diverse and more inclined to live in urban areas than ever before.

It's important that we plan for these changes. As we become more urbanized, we'll need to make sure that our communities address the needs of a more urban society. That means less big highways and more transit. It means fewer ranch houses and more townhomes and apartments. It means better streetscapes and healthier neighborhoods. It means more efficient links between cities – and making investments like passenger rail.

The state will have to be partners in making communities more livable.

The state will have to reverse its current policies that cut transit and local road reimbursements. The state will have to stop blocking initiatives like intercity passenger rail that stands to benefit the entire state as it encourages investments in the cities along the route. The state will have to stop cutting shared revenues – and they will have to give communities the tools needed to make investments that make cities and villages better places to live.

Our communities will be much better places to live – if the state allows them to grow and adapt to the changing needs of changing demographics.

We address many of these needs in this edition of Landscapes: Matt Covert explains how we can design more attractive and walkable neighborhoods; Kate Morgan shows us how we are at the forefront of helping communities manage stormwater through better design and better ordinances; Ash argues that we need to make better use of limited transportation funds so that we build better communities – not just bigger highways.

In the months to come, we'll be telling you more about an exciting new project that we're leading in the 30th Street Corridor in Milwaukee to help control flood waters through green infrastructure and also leveraging smart investments that benefit a stressed neighborhood with better job opportunities and a more attractive place to live.

We encourage you to read on and work with us to keep Wisconsin a great place to live.



Wisconsin is Getting Grayer and Greener

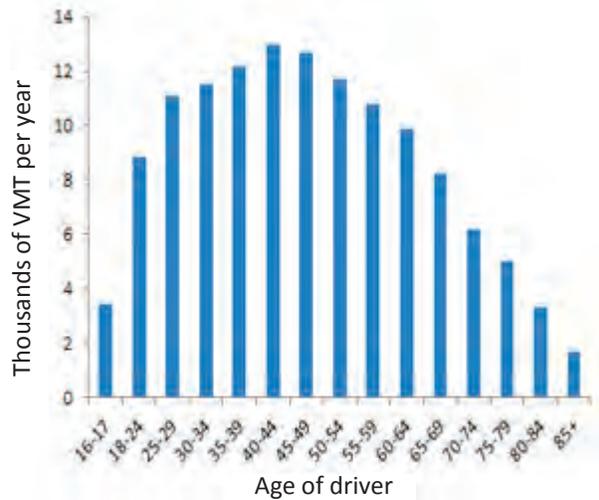
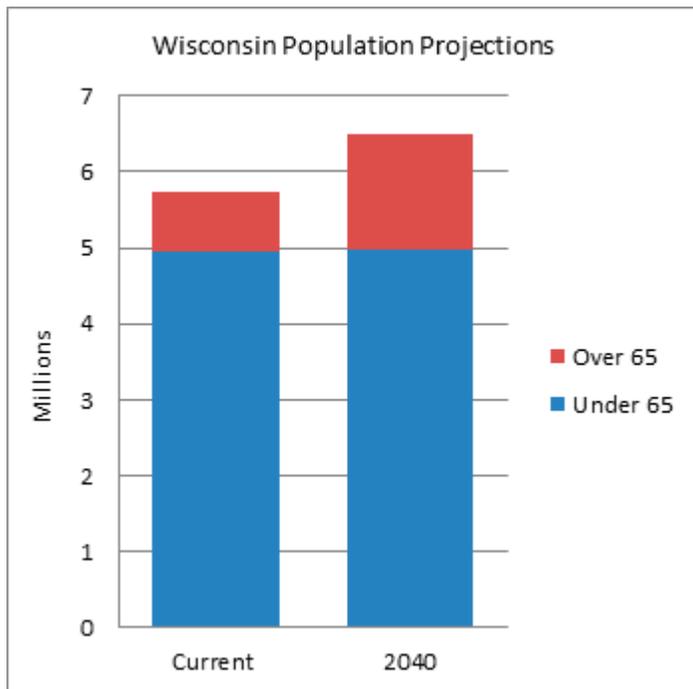
Are we ready for it?

Steve Hiniker, Executive Director

Wisconsin’s population will be a lot grayer in the years to come and that will probably mean greener landscapes.

According to state demographers, Wisconsin will have modest growth over the next two decades, adding about 800,000 more people. However, almost all of that growth will be in people who are over 65. And that will have a profound impact on the state’s landscape.

Trends show that they will want smaller houses and apartments that are closer to amenities like shopping, doctor’s offices and government services. As they drive less, they will want more transit.



Source: National Household Travel Survey; averages for 1995, 2001, and 2009

In other words they will be looking for communities that have compact, mixed use development with good pedestrian opportunities, safe streets and destinations within easy reach by foot or transit.

The number of people under the age of 65 in 20 years will be nearly the same as today. That means that the demand for new homes for new families won’t be growing. That means that we won’t be seeing a lot of new development on the edges of cities because there is already enough housing to meet future demand for new families.

It’s good news in the war against wasteful sprawl. Also good news for natural landscapes, farms and rural areas that would like to stay rural.

But what about those older people?



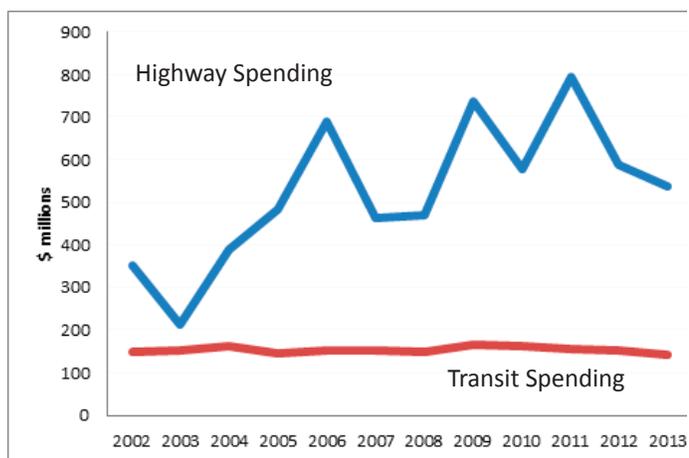
But - it won't be all gray.

Young people are looking for more diverse and interesting places to live. They want to be closer to work, not have to commute and most don't want a big house with all of the upkeep. All of this is reflected in real estate trends. Property closer to the center of cities is increasing in value, while those large lots have seen steep declines in prices.

After 50 years of decline, cities are cool again.

A lot of communities are preparing for this need – but they aren't getting any help from the state.

While both young and old are showing an increased demand for transit, the state is cutting back on transit and putting more into expanding highways – even though people are driving considerably less.



All forms of state revenue sharing with cities are down. Local road reimbursements for the cost of maintenance are down - while potholes are definitely up. Transit aids are down while ridership is up.

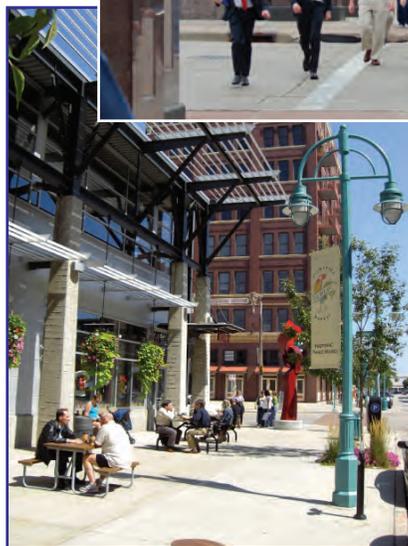
1000 Friends of Wisconsin is working with communities across the state to help them recognize and achieve their potential for this new urban growth. Our Green Tier Legacy Communities program is designed to help participants meet the needs of a prosperous, healthy community while having to cope with less funding for operations.

Our southeastern Wisconsin codes and ordinances review program is helping communities control polluted run-off by creating controls that are less costly and add value by creating inviting green spaces.

Our Green Downtown Madison program provides an innovative approach to creating more walkable communities. Our transportation initiatives are aimed at stopping wasteful, unneeded highway expansion and allocating more funds for local transportation needs – like filling potholes and improving transit and pedestrian/biking opportunities.

Our Bus, Bike Walk website (www.busbikewalk.org) offers both information about finding transit and bicycling opportunities as well as advocacy opportunities. This a part of our efforts to make transit and non-automotive transport easy to access for all Wisconsinites.

We rely on our members to keep in touch with their community leaders and their elected state officials to hold them to the task of helping Wisconsin meet the needs of a changing state – a state that is focused on building healthy communities that attract good jobs, meet the needs of a changing population and stay affordable for all.



Protecting the Watershed

What do codes & ordinances have to do with clean water?

Kate Morgan, Water Policy Director

1000 Friends is helping nine municipalities in the Menomonee River watershed protect the rivers and streams that flow through their boundaries by going through their municipal codes and ordinances to see how the codes govern land uses in each municipality.

What do codes and ordinances have to do with clean water? The health of our rivers and streams is determined by how we use the land and how we live on the land. If we want to have clean water, we have to look at how land use practices are governed and that means working at the local level with communities.

Pollution dirtying our rivers and streams comes from stormwater as it flows over the land picking up pollutants from eroding soils, leaking automotive fluids, pesticides and fertilizers. Stormwater carries pollution to sewers and then to our rivers and streams. We have to capture it where it falls.

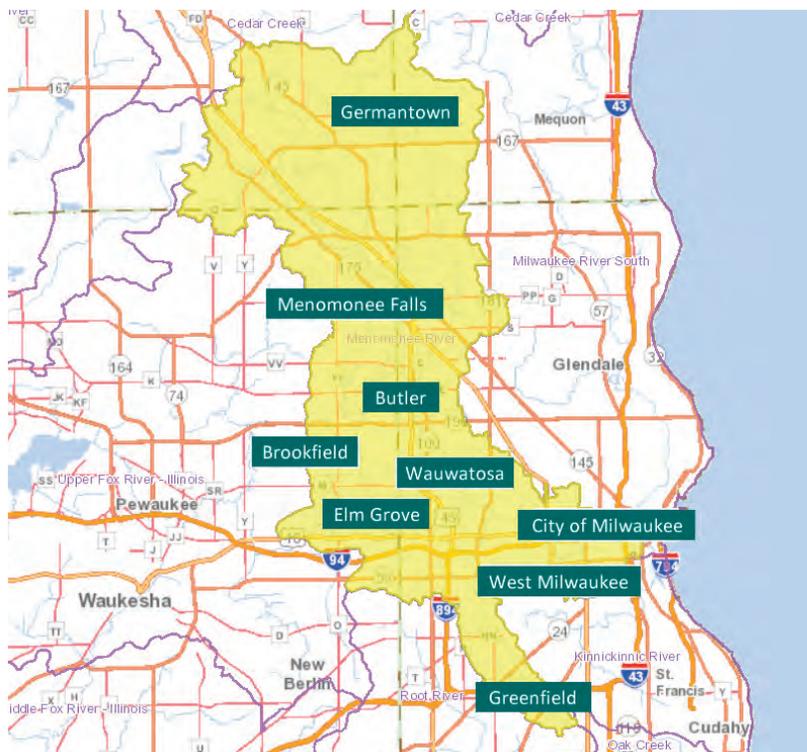
More pipes, detention ponds and expensive new sewage treatment plants are not the answer. We have more cost-effective ways that use nature and nature's processes to help soak rainwater into the ground or capture it where it falls rather than running off into storm sewers. These cost-effective, natural practices are called green infrastructure. Green infrastructure promotes the inclusion of green spaces, rain gardens, rain barrels, and the use of permeable materials to replace traditional concrete and asphalt.

How does this relate back to local codes and ordinances? When codes and ordinances were initially adopted, they helped with orderly community development, safety, and services. They did not address stormwater control in any way. Today we need these codes and ordinances to allow and promote green infrastructure practices.

Through our project, funded by the Fund for Lake Michigan, we are helping nine municipalities by

looking at their codes and ordinances and recommending changes that can help them turn their codes and ordinances into regulations that keep dirty stormwater from entering their rivers and streams. Three of the communities are already adopting our recommendations.

This summer we'll meet with the remaining municipalities to help them develop strategies to make their codes friendlier to green infrastructure practices.



We are building on the success of this project and have submitted additional proposals to the Wisconsin Coastal Management Program office and to Milwaukee Metropolitan Sewerage District for funding to continue this work in the Greater Milwaukee River watershed.

For more information, visit <http://www.1kfriends.org/what-we-do/watershed-protection>

GREEN DOWNTOWN

Matt Covert, Green Downtown Project Director

Green Downtown Report

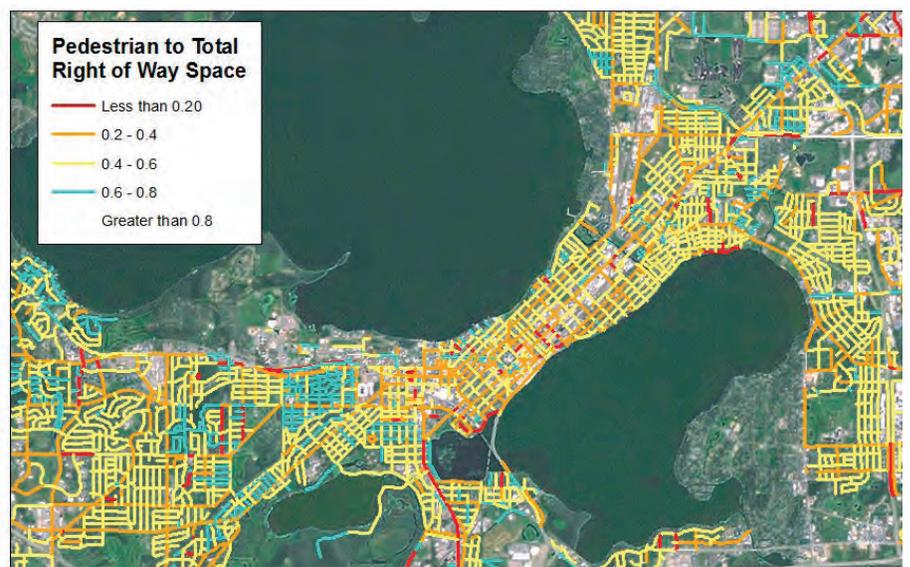
This past year 1000 Friends released the Green Downtown Report. This fresh approach to understanding urban sustainability has made waves locally in Madison, spurring interest among neighborhood activists, city staff, members of the university committee, and business owners, to name a few. The report is bursting with up-to-date research and analysis of urban sustainability in Downtown Madison and offers new metrics for measuring urban sustainability as well as new analyses of existing data. You can find it on our website, at www.1kfriends.org/what-we-do/green-downtown.



Downtown Madison has

15 Green Roofs
18 Rain Gardens
35 Solar Installations

LEED Certified Projects		
	2012	2013
Downtown Madison	26	30
City of Madison	72	85

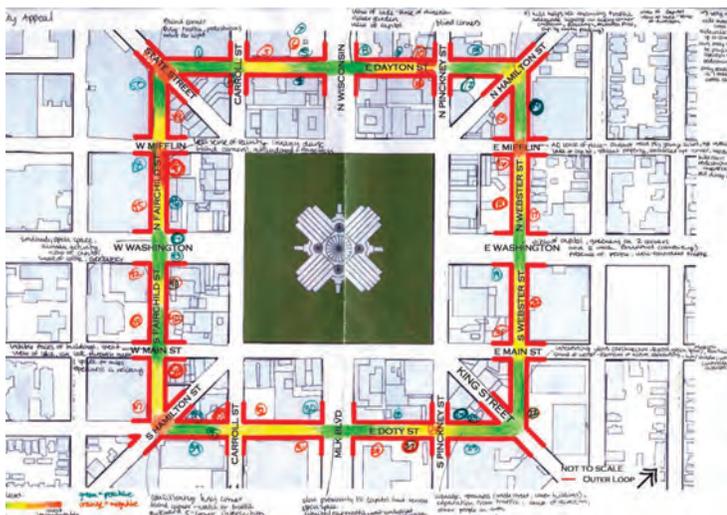


Green Downtown has also yielded progress in a number of areas of interest. First, survey participants overwhelmingly indicated the importance of vibrant and walkable streets to livability and sustainability in urban neighborhoods. This led to a research and advocacy effort around improving our streets as public spaces called Walk Appeal. In recognizing that walkability is about the journey as much as the destinations, Walk Appeal seeks to engage people in their walking environment and explore why people choose to walk where they do.



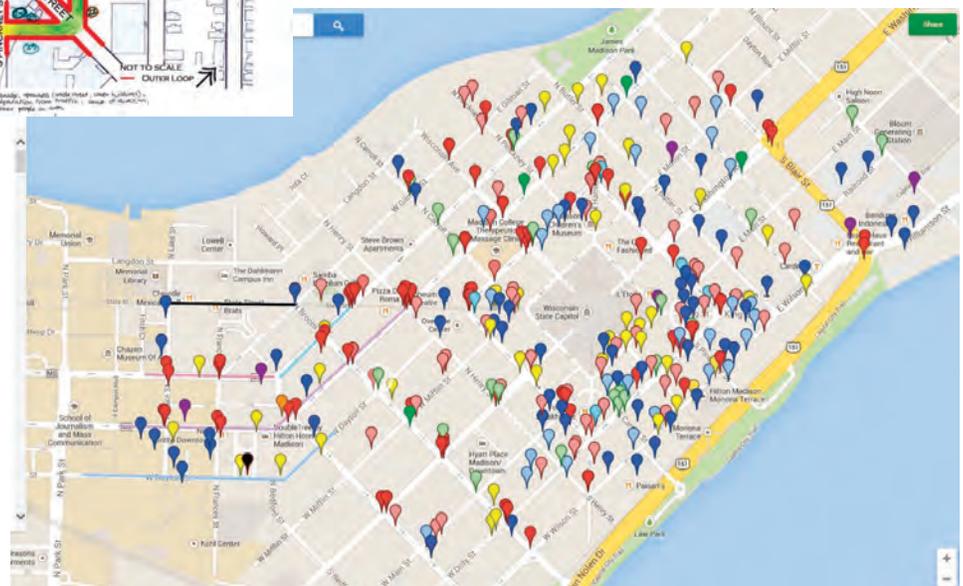
Walkability Survey with Badger Volunteers

1000 Friends had a very successful partnership with the UW-Madison’s Morgridge Center for Public Service and the Badger Volunteer program in which five UW-Madison students performed a walkability survey of Downtown Madison over the spring semester. They produced maps and visuals like the ones below through their observations and learned how information and advocacy can help shape their community for the better. The project culminated in a presentation before Madison’s Downtown Coordinating Committee and subsequent communications with city officials. We benefitted from their volunteer work and the students had a great experience.



Map showing conflict zones, blind corners, and appealing street features.

Comprehensive Survey Map of walkability in downtown Madison.



Wisconsin Roads

Built for cars - not people

Ashwat Anandanarayanan, Transportation Policy Analyst

1000 Friends has always advocated for land uses in Wisconsin that build healthy and vibrant communities and protect the environment. At the cornerstone of every such community is a balanced transportation system that provides citizens with travel choices, and allows people to access places of work and play in a sustainable manner.

Unfortunately, for decades our planners and engineers have designed communities to meet the needs of the automobile, not people. This has led to an epidemic of dependency on the car – and created several thousand square miles of urban sprawl, eating into our valuable farmland and places of natural beauty.

Characterized by high-speed roads that bypass downtowns, acres of gas-stations, strip malls and parking lots, these developments channel revenue away from local communities. These car-dependent neighborhoods have high crash rates, higher vehicle expenses and contribute to thousands of hours of lost productivity as a result of workers being stuck in traffic.

It is time to change how we plan, design and fund Wisconsin's transportation network. For the first time in decades, engineers can no longer predict that traffic volumes will keep rising infinitely. For the eighth straight year, Wisconsinites drove fewer miles than they did in the previous year. Data shows that people want to live and work in places where they can access jobs, healthcare, recreation and many other activities without a car. There is a marked increase in preferences for compact communities where walkability, biking and transit facilities are the norm.

In spite of this information we have seen persistent cuts to transit and other clean transportation options across the state - while highway expansion projects have been consistently given the go-ahead. The state is still reeling from an across the board cut in transit funding that left

many transit systems on the brink and cut users' access to thousands of jobs. In light of these challenges, it is vital to ensure that state leaders, engineers and planners recognize the need for a balanced transportation system in the state – one that prioritizes accessibility for everyone.

Progress on fight to stop expansion to HWY 23 between Plymouth and Fond-du-Lac

We sued WisDOT claiming that they had not adequately considered alternatives to a four lane highway. They were forced to revised their traffic counts and environmental assessments but we are still challenging their estimates in the ongoing lawsuit.



Making a difference

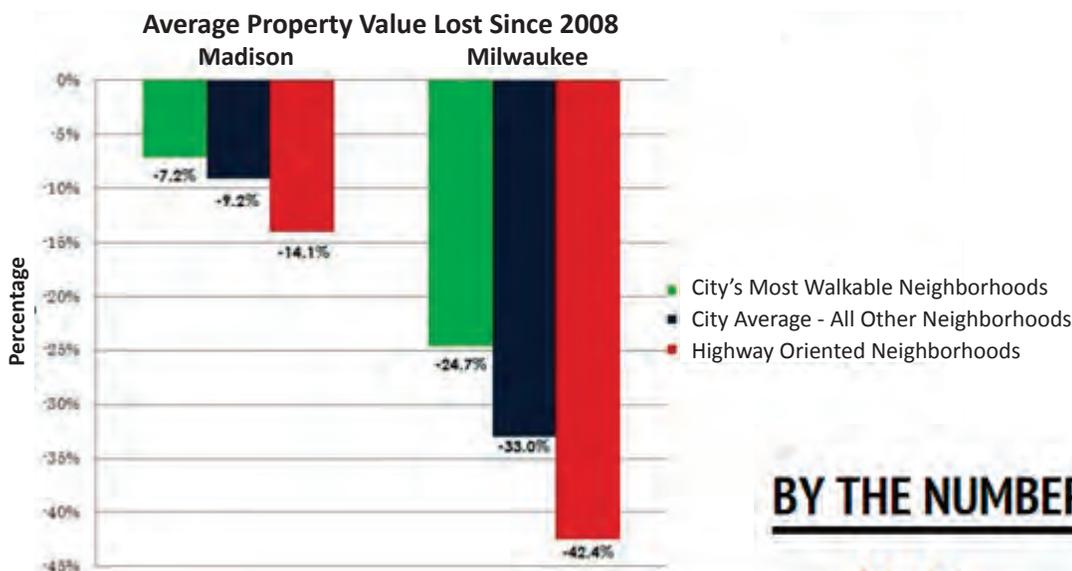
In the last budget session, 1000 Friends of Wisconsin, along with a coalition of like-minded partners, advocated for an increase in funding for state transit systems and local roads, as well as for keeping transit in the segregated transportation fund. With a multi-pronged campaign that involved research, candidate education and public events, we were successful in getting a 4% increase in funding for transit, in addition to preventing transit from being removed from the transportation fund - a move that would have forced transit to compete with other essential services like education and healthcare. Although this is a good start, we still have a long way to go in the fight for clean transportation in the state.

We carried out a range of research to promote clean transportation in the state. Some notable projects included:

- An in-depth study of transportation demographics proving that Wisconsinites are not an exception to the national trend of driving less, using public transit, walking and biking more.

WisDOT to reevaluate their projection methodology. We will use this data to challenge other poorly justified highway expansion projects.

For more information on any of these projects, please visit our website. www.1kfriends.org



- A study of property values in Wisconsin cities showing that property values are significantly diminished by proximity to large highways, while neighborhoods that are mixed-use, transit and bike friendly are largely immune to the effects of the property crash.

- Development of an online calculator that allows people to calculate how much money can be saved by taking the bus to work instead of a car.

- An analysis of incoming revenues to Wisconsin's transportation fund which projected annual, billion dollar deficits by the year 2020, if the current cycle of highway building continues.

- An analysis of driving in all counties of Wisconsin, showing that we are spending the most on highway expansion in counties that are seeing the greatest driving declines.

We have also increased our focus on tracking forecasts by the Wisconsin Department of Transportation which has consistently been shown to overestimate driving demand. Our approach has consisted of research, analysis, legal and media strategies to put pressure on

BY THE NUMBERS

\$0.00

Increase in the gas tax over the last seven years

\$357.59 million

Amount spent on new highway development in 2013

\$305.21 million

Amount of borrowing for transportation in 2013

12.01 cents/gallon

Increase needed to gas tax to pay for additional spending

\$1 billion

Projected yearly budget deficit by 2020

"Today's revenues show that Wisconsin cannot even maintain current conditions for transportation in the future"
 Wisconsin Transportation Policy and Finance Commission

Around the State

Steve Hiniker kicked off the 30th Street Industrial Corridor Green Tier project in Milwaukee. Steve toured Talgo, Inc. with Rocky Marcoux, City Development Commissioner.



We welcomed Sheboygan as the 11th Green Tier Legacy community!



Kate Morgan led the final meeting for the group of nine municipalities participating in our project, Advancing Green Infrastructure through Code Revision in the Menomonee River Watershed.



Matt Covert led a workshop session and walking tour at LABash, the annual Landscape Architecture student conference.



Green Downtown: 1000 Friends and Sustain Dane held a workshop on collaborative sustainability initiatives aimed at Madison's downtown businesses. We provided business owners with the framework and information to make strides toward sustainability.

Summer Interns

Dan Handel is pursuing a Master's in urban planning and his interests include urban agriculture, recycling, energy, and sustainable development. Dan hopes to contribute to greener, healthier, lively cities in the future!



Stephanie Loo grew up in Oakland, California and is currently a 5th year senior at UW Madison. She is working towards degrees in Psychology, English, and Environmental Studies. In her free time she enjoys yoga, playing the ukulele, and reading short stories.

Kaylie Duffy graduated from UW-Madison with a B.A. in geography, environmental studies, and Russian. She plans to pursue a Master's in urban planning and GIS in order to develop more walkable and bike friendly cities.



Welcome New Board Members

Jim Matson

Jim Matson retired in 2011 after 28 years as chief legal counsel for the Wisconsin Department of Agriculture, Trade and Consumer Protection. At DATCP he was a principal architect of Wisconsin's Working Lands law and nonpoint source pollution rules. He has a strong



interest in land use and food systems, and the connection between urban and rural environments. He is an avid bicyclist and a longtime urban resident who is interested in sensible transportation systems and livable neighborhoods for all.

Chris Long

Chris Long launched WisconsinEye and served as President & CEO of the Madison-based public affairs network for six years. Before that he was Director of New Media for C-SPAN in Washington DC, Washington/World editor for United Press International, and earlier worked as a reporter and editor for daily newspapers including Long Island Newsday and the Honolulu Star-Bulletin. He is currently principal of CCL Consulting LLC, a management consulting firm specializing in community project management. Chris is a lifelong fly fisher, Communications Committee chair for Wisconsin Trout Unlimited, and board member of the Black Earth Creek Watershed Association.



Chris is currently managing the Lake Marion project for the Village of Mazomanie and acts in a consulting role for Wolf Run Association as coordinator for the rec trail project. "I see both projects I'm working on as examples of the kind of organic, community-generated development and "placemaking" that I support and 1000 Friends champions."

30th Street Corridor Project Director Steve Brachman



Steve has assisted businesses, local government, and community organizations for over 40 years to meet the challenge of developing sustainable communities. Brachman's specific skills in pollution prevention, zero waste management, urban ag, sustainable community development planning and implementation, and strategic planning and systems thinking processes provide valuable assets as 1000 Friends helps green the 30th Street Corridor in Milwaukee. Prior to joining the staff, Brachman served as a Waste Reduction Specialist with the UW-Extension, the City of Milwaukee's Resource Recovery Manager, and Environmental Specialist with HNTB Corporation. An avid bicyclist and urban farmer, Steve also spends his free time sailing, hiking, and enjoying the amazing arts scene in Milwaukee.



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BUS 
BIKE 
WALK 

www.busbikewalk.org

With a generous grant from the Sally Mead Hands Foundation we created a website for clean transportation users and advocates in Wisconsin. Advocates can utilize the site to learn about current issues and as a space to come together to plan and build campaigns for transportation choices. Users can learn about public transit options and access bicycling and walking resources. Interactive maps allow people to find their way across the state using public transit instead of cars and video resources show apprehensive riders how easy it is to use transit. Information is provided for local officials who would like to bring clean transportation to their communities. The site also offers news from across the state and our blog, Transit Matters.