

Arnold for Alder

Fitchburg District 4 Seat 7

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March 30, 2005

Dear Fitchburg district 4 voter:

On Tuesday you will go to the polls to select Common Council and Mayor for the next two years. By now I hope that you have had an opportunity to meet me, **Steve Arnold**, in person, watch a candidate forum, and read about my qualifications and principles in the *Fitchburg Star* and on my campaign Web site, <http://Arnold.US>. Please review why I'm the best candidate to help lead Fitchburg as Alder for District 4, Seat 7.

I will work to make Fitchburg ever more beautiful, livable, and sustainable for all residents, now and in the future. Here's how I will I do this.

Leadership: City leaders must do more than listen to citizens and respond to their needs. Leaders must also learn the needs of those who do not express them to government: children, visitors, the homeless, and the politically inactive. Leaders must take the time to explore and explain options to citizens. I have the energy and knowledge and am taking the time to become a leader in Fitchburg.

Financial responsibility: I will not impose arbitrary caps or make empty pledges about taxes. Instead, if elected, I will help improve the details of how services are delivered, one budget line at a time. I will also make four specific policy initiatives:

- Require compact development to minimize the cost of city services
- Charge developers impact fees for required off-site infrastructure
- Regionalize appropriate city services
- Refrain from competing with other jurisdictions for development projects

Growth and land use: We need a 100-year land use design for the whole city, and we need to preserve the open space we want to save *now*. I support Kathleen Falk's *Attain Dane!* program and a transfer-of-development-rights ordinance for Fitchburg. I will work to preserve, enhance, and connect our environmental corridors. I favor urban development along our eastern railroad corridor and the preservation of

farmland and open space in the city's west and south.

Traffic and transportation: The key to curbing traffic is the reduction of the number and length of auto trips. We need mix-used neighborhoods with employment centers, shopping, and interesting destinations near by. I will work for the right mix of businesses for our needs and for roads that protect pedestrians and bicyclists and discourage pass-through commuting. I will demand that the Village of Oregon build the road needed to get most west Village residents off **Fish Hatchery Road** and onto U.S. highway 14.

Public safety: The problems at **Ridgewood Country Club** require an aggressive, multifaceted attack. I will work to pressure current management to address every code violation, and to insure redevelopment provides enough homes affordable to the current Ridgewood residents. I will also work for the funding and policies for proactive inspection of rental property to identify potential future problems anywhere in the city.

Civic identity: Fitchburg will be ultimately recognized not for a school, library, or post office, but for the way we honor our history, preserve our open space, grow responsibly, and govern ourselves efficiently.

Open government: I am proud to have the support of many friends, family, and Fitchburg neighbors, and to fully disclose the sources and uses of my campaign funds.

Endorsements:

- County Executive Kathleen Falk
- State Assembly Representative Sony Pope-Roberts
- Former State Senator and Representative Joe Wineke
- County Supervisor Kyle Richmond
- Former Fitchburg Mayor Jeanie Sieling
- Former Fitchburg Mayor Frances Huntley-Cooper
- Former Fitchburg Mayor Mark Vivian
- Fitchburg Alder Jay Allen
- Fitchburg Alder Bob Bello
- Fitchburg Alder Richard Bloomquist
- Fitchburg Alder Tom Darcy
- Fitchburg Alder Andrew Potts
- Fitchburg Alder Jason Williams
- Democratic Party of Dane County
- South Central Federation of Labor, AFL-CIO
- AFSCME Wisconsin PEOPLE Conference, AFL-CIO

Experience in public life:

- Fitchburg Transportation and Transit Commission member
- Dane County Council of Governments working group member

- Dane County United Land Use Action Team leader
- Byrnewood Neighborhood Association Vice President
- Fitchburg Chamber of Commerce President's Club member
- Grassroots Fitchburg member

Personal: I am 55 years old. I grew up in the northeastern states and met my wife, Nancy, while in college in Baltimore in 1970. We have two grown daughters, a son-in-law, and a grandson, who all live in the City of Madison. I am an avid golfer, and with Nancy, enjoy gardening, bicycle touring, and kayaking the waters of Dane County.

- Fitchburg resident since 1994
- Entrepreneur and consultant since 1991
- Dane County resident since 1983
- Software product manager and developer, 1981-1991
- Professor of ecology, State University of New York, College at Brockport, 1977-1981
- Ph.D. in ecology and statistics, Cornell University, 1978
- MA in environmental engineering, The Johns Hopkins University, 1972
- BA in natural sciences, The Johns Hopkins University, 1971

I appreciate the support of many Fitchburg neighbors throughout the campaign. I hope you will vote for me, and if elected, I will work hard to justify your confidence and serve all Fitchburg residents. Please vote on April 5!

Sincerely,
Steve Arnold

*Vote for Steve Arnold
Fitchburg Common Council
District 4 Seat 7*

Paid for by Arnold for Alder, Jeanie Sieling, Treasurer