

Arnold for Alder

Fitchburg District 4, Seat 7

2530 Targhee Street, Fitchburg, WI 53711-5491, (608) 278 7700, Fax (608) 278 7701

March 29, 2009

Dear Fitchburg District 4 Voter:

On Tuesday, April 7, you will go to the polls to select a Common Council and Mayor. I hope that you have had an opportunity to meet me, **Steve Arnold**, in person and to learn about my record and plans in the *Fitchburg Star*, on FACTv, or at <http://Arnold.US>. I ask that you re-elect me as your Alder for District 4, Seat 7. Please read on to see where I stand on the issues facing Fitchburg.

I will work to make Fitchburg ever more beautiful, livable, and sustainable for all residents, now and in the future.

I have used this credo for four years. During 2008, we witnessed spiking fuel prices, the meltdown of the worldwide financial system, and new winds of change blowing through Washington, DC. During this time, I've worked to prepare Fitchburg for the coming changes. The main efforts for the 2009–2011 Council term will be Fitchburg's municipal library, a new zoning code, new transportation options, and the implementation of our adopted plans.

Comprehensive Plan: I've worked hard on our Plan for development in Fitchburg. It includes new environmental protections, a far-sighted regional design, and procedures that can accelerate development that contributes to our vision of the future. The public and private sectors will cooperate on the Plan, which promises a **better quality of life and improved city services** at lower cost.

Fitchburg library: I believe that a library is a basic city service, and have strongly supported efforts to build a Fitchburg library building. The Library Board and city staff have reduced planned construction and operating costs, and the Council has agreed to **proceed with construction**. Together with private donors, we will raise the needed funds, develop detailed plans, construct the building, and acquire the collection. We hope to open in early 2011.

Development and land use: The Council has agreed to update our zoning ordinances in 2009–2010. **Compact, diverse, mixed-used neighborhoods** like Hatchery Hill and Swan Creek should not

only be legal, but preferred. Great urban neighborhoods make for successful mass transit and retail, conserve the land we need for food and water, and reduce traffic and the cost of city services. I will work for the adoption of the **SmartCode**, a progressive land division, zoning, and architectural code for new development.

Climate Protection: In 2008, under the leadership of the Resource Conservation Commission and me, Fitchburg joined the U.S. Conference of Mayors Climate Protection Agreement to **reduce community greenhouse gas emissions 7 percent** from 1998 levels. I will work with every City department to implement this far-reaching agreement through our ordinances and the capital improvement and budget processes.

Transportation: I will continue to work to extend **Metro bus service** to include more times and areas of the city, improve **bicycle and pedestrian facilities**, create a city parking utility, and establish a corridor partnership with other municipalities along our rail line to activate the line for **commuter service** from the Village of Oregon to the Dane County Regional Airport.

Paid for by Arnold for Alder, Jeanie Sieling, Treasurer

Fitchburg city government:

- Common Council since 2005
- Common Council Public Safety and Human Services Committee
- Transportation and Transit Commission
- Resource Conservation Commission
- Broadband Telecommunications Commission, 2005-2007

Additional public service:

- Allied Drive Community Visioning
- Dane County Council of Governments working group member
- Dane County United Land Use Action Team leader
- The Road Home (formerly Interfaith Hospitality Network) volunteer
- Meals on Wheels volunteer

Memberships:

- 1000 Friends of Wisconsin
- Bicycle Federation of Wisconsin
- Congress for the New Urbanism
- Fitchburg Chamber of Commerce
- Fitchburg and State Historical Societies
- Grassroots Fitchburg
- Sierra Club
- United Way of Dane County Key Club
- United Faculty and Academic Staff, American Federation of Teachers Local No. 223, AFL-CIO

Endorsements:

- State Assembly Representative Sony Pope-Roberts
- Dane County Executive Kathleen Falk
- Dane County Board Chair Scott McDonell
- Former Fitchburg Mayor Jeanie Sieling
- Democratic Party of Dane County
- Sierra Club
- South Central Federation of Labor

Open government: I am proud to disclose the sources and uses of my campaign funds on my Web site, <http://Arnold.US>.

Personal: I grew up in the Northeast and met my wife of thirty-seven years, Nancy, while in college in Baltimore. We have two grown daughters and four grandchildren. I enjoy gardening, bicycling, and kayaking.

- Practice director, UW E-Business Consortium since 2006
- 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, Brockport, 1977–1981
- Ph.D. in ecology and statistics, Cornell University, 1978
- MA in environmental engineering, The Johns Hopkins University, 1972
- BA, The Johns Hopkins University, 1971

I appreciate the support of many Fitchburg neighbors during the campaign. Please **vote for me** on April 7. I will continue to work hard to justify your vote. (If you cannot vote on election day, please visit City Hall to vote early.)

Sincerely,
Steve Arnold

*Re-elect Steve Arnold
Fitchburg Common Council
District 4, Seat 7*

Paid for by Arnold for Alder, Jeanie Sieling, Treasurer