

# *Arnold for Alder*

## *Fitchburg District 4 Seat 7*

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FOR IMMEDIATE RELEASE

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Steve Arnold declares for Fitchburg City Council--  
Priorities are cost-effective municipal services, sustainable land use

Fitchburg, 5-Jan-2005--Stephen L Arnold announced today that he is a candidate for Seat 7 of the Fitchburg City Council. A political newcomer, Steve made the announcement to the supporters who encouraged him to run.

Steve aims to improve the efficiency of city government in every department. "Elected officials should not be micromanaging city departments," Steve asserted. "City department heads and their staff are the most fertile sources of service improvement and cost reduction ideas." Steve feels that the best possible city services are produced by professional city staff in a climate of security and empowerment.

In addition to old-fashioned efficiency, Steve has four specific policies to keep the growth of the tax base ahead of the growth of city expenses:

- Plan and develop mixed-use neighborhoods that conserve land and are inexpensive to service
- Make developers pay their fair share through impact fees, so that existing residents and businesses don't subsidize new development
- Regionalize appropriate services to reduce administrative overhead and optimize service delivery
- Remove the incentives for municipalities to compete for development projects

Sondy Pope-Roberts, the State Assembly Representative for the district, is advising Steve's campaign. She said, "Steve's plans are well researched, and they're the kind of policies and programs we need to deliver the municipal services we all want at a cost we can afford."

(more)

"Steve is the kind of smart, hardworking, new politician we need to guide Fitchburg through this period of rapid growth and fiscal pressure," said Jeanie Sieling, Fitchburg's mayor 1985-1988 and retired head of the Dane County Planning and Development Department. "His determination to preserve open space while protecting the rights of land owners is a welcome departure from 'sprawl as usual'." Jeanie is serving on Steve's ten-person campaign committee as advisor and treasurer.

Steve's progressive ideals and specific plans have also earned him the endorsement of County Supervisor Kyle Richmond.

Steve has a Ph.D. in ecology from Cornell University. He taught aquatic ecology and statistics for the State University of New York before leaving academia for a career in software and networking in 1981. He enjoys golf and gardening in his spare time, and follows the Badgers and Packers. He is vice president of the Byrnewood Neighborhood Association and a member of the Fitchburg Transportation and Transit Commission, Fitchburg Historical Society, and Covenant Presbyterian Church.

The owners of an independent technology consulting business and Dane County residents for 21 years, Steve and his wife Nancy have lived off Fish Hatchery Road in Byrnewood, near the geographical center of Fitchburg, since 1994. They love exploring Dane County by bike and kayak. Their two grown daughters and grandson live in Madison.

[High resolution publicity photograph of Steve Arnold at [http://www.Arnold.US/Steve\\_Arnold.jpeg](http://www.Arnold.US/Steve_Arnold.jpeg)]

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