

Community Development Update

A Newsletter For and About Outagamie County Community Development

Quarter 3, 2009

Calendar of Events

- **Gathering of Fox Valley sustainability organizations** October 24, place and details TBD, contact Connie Kanitz of ECOS at 722-6438.
- **Budget & Finance Workshop for Town and Village Officials**; repeat sessions on
 - September 17 – Wabeno
 - September 23 – Stevens Point
 - September 24 – DePereTo register, contact Wisconsin Towns Association at 715-526-3157.
- **Revitalizing Wisconsin's Downtowns** noon hour webinar series at Time Warner Cable in Appleton. Contact 832-5122 to register.
 - September 17 – Use of Technology to Promote Downtown
 - October 15 – Green and Sustainable Downtowns
 - November 19 – Working with Big Box Retailers
 - December 17 – Tourism and Downtown Development
- **Greater Outagamie Economic Development Corp**, Shiocton, October 19, 1:00 p.m.
- **Outagamie County Department of Solid Waste Household Hazardous Waste Clean Sweep** (an appointment is required by calling 920-832-5277, option #3)
 - September 19 – Outagamie County Hwy Dept – Appleton – 9 a.m.-12:30 p.m.
 - September 19 – Outagamie County Hwy Dept – Shiocton – 9 a.m.-11 a.m.
 - October 16 – Outagamie County Hwy Garage – Seymour – 9 a.m.-12:30 p.m.
- **Small Business Survival Workshop Series** – held at the Heart of the Valley Chamber, Kaukauna, in the lower level classroom. The workshop runs from 6 to 8 p.m. The cost is \$25 per person including materials. To register, call the UW Oshkosh SBDC at 1-800-232-8939 or go to www.uwosh.edu/sbdc.
 - September 24 – Successful Retail Management
 - October 29 – Writing a Winning Business Plan
 - November 19 – Bring a New Product to Market

Newsletter Editor,

Jim Resick
Community Development Educator

Going Green with CD Newsletter

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“Go Gig” Gets Going, Broadband Survey Response Needed

By: Eric Fowle, Executive
Director, East Central
Regional Planning
Commission and
Jim Resick, Community
Development Educator

Internet service to rural areas is becoming increasingly important as the world becomes more entwined in the global economy. Besides individual users, potential beneficiaries of high-speed internet include major employers and local businesses, schools, and local governments, including many emergency service and safety-related entities.

Wisconsin’s plan for extending high-capacity Internet access – titled “Go Gig” – aims to lay the foundation for long-term prosperity by creating a statewide fiber optic infrastructure. It will use this “backbone” to interconnect community anchor institutions and then extend advanced broadband infrastructure into far-flung communities.

Anchor institutions include schools, libraries, colleges, universities, municipalities, public safety agencies, healthcare providers and county UW-Extension offices. Building “community area networks” of these institutions should create local jobs, deliver enhanced educational experiences, support research and development initiatives, and spur economic growth now and well into the future.

A Federal award of approximately \$100 million from American Recovery & Reinvestment Act funds will enable Wisconsin to implement this ambitious project. Divided into 3 phases, it provides for communities and regions to get involved in creating the community area networks during the fall of 2009 and spring of 2010. You will be hearing more about how your community can participate in the coming months. In the meantime, you can learn more about the project and its expected impacts by going to <http://wire.wiscnet.net/> and clicking on subtopics under “Go Gig Information”.

Congress included \$7.2 billion in the American Recovery and Reinvestment Act of 2009 (ARRA), to extend high-speed Internet to rural areas. In order to help ensure this money reaches Northeastern Wisconsin, residents are advised to respond to the Wisconsin Public Service Commission (PSC) statewide survey aimed at identifying which areas are

most in need of broadband service. The PSC plans to use the survey results along with mapping efforts to help advise the federal government on which local governments and service providers should get stimulus funds.

The survey asks a few simple questions about current internet service and future desires for service. It can be found on-line at <http://psc.wi.gov/apps35/eSurvey/Broadband/WIbroadbnd.aspx> or by phoning the PSC’s Telecommunications Division at (608) 267-2893. The survey may be taken through the end of September, 2009.

For those interested in viewing the current results of the survey, the PSC has mapped out the responses, which can be found at <http://psc.wi.gov/recoveryact/sfMapsSurvey.htm>.

Community Design Research Service Offered

The Department of Landscape Architecture at UW-Madison is soliciting proposals from communities wanting design and planning research help. Undergraduate students must spend their final two semesters on a “real world” project to complete their degree and professional certification. Nominated projects must be broad enough in scope to demonstrate skills in the following areas: 1) Large scale land analysis/land use planning, 2) Master plan or neighborhood design, and 3) Small site detailed design. Up to 25 projects across Wisconsin are selected for this program each year.

Subject communities are expected to contribute a modest stipend for travel and purchase of design materials, and to organize a steering committee or citizen advisory group to guide the student on local needs and desires. UW faculty coach the student on designs & plans. If you have a project in the conceptual stage that you feel qualifies, please contact Jim Resick at the Outagamie County UW-Extension office to obtain an application. Nominations should be made by end of the first full week in September.

What is a Green Job and Who Cares?

The greening of our economy is supported by an emerging consensus of environmentalists, corporations, unions, and others. At its base is a desire to improve not only the living environment but also the quality and quantity of living wage jobs – those jobs whose pay is sufficient to meet basic human needs. Previously, this newsletter has explored sustainability more generally. Here we focus on jobs and workforce development, specifically.

Numerous definitions of “green job” are in the literature, here are a few examples. *“Green jobs’ or ‘green-collar jobs’ are family-supporting jobs that contribute significantly to preserving or enhancing environmental quality. Defined more by industry than occupation, they reside primarily in the sectors that make up the clean energy economy – efficiency, renewables, alternative transportation, and fuels.”* (Green Pathways: Jobs and Workforce Development in the Clean Energy Economy, Sarah White and Jason Walsh, 2008.)

“...we define green jobs as non-exploitative and safe positions in agricultural, manufacturing, scientific and technical, administrative, and service-related activities that alleviate the myriad environmental threats faced by humanity. Specifically...this includes jobs that help to protect and restore ecosystems and biodiversity, reduce energy, materials, and water consumption through high-efficiency and avoidance strategies, de-carbonize the economy, and minimize or altogether avoid generation of all forms of waste and pollution.” (Green Jobs: Toward Sustainable Work in a Low-Carbon World, Worldwatch Institute, 2007)

Here is perhaps the most succinct definition: *“Green jobs involve some task associated with improving the environment, including reducing carbon emissions and creating and/or using energy more efficiently.”* (Green Jobs: A Pathway to a Strong Middle Class, White House Task Force on the Middle Class, Feb., 2009).

The list of ‘who cares’ in our region was defined in part by attendance at the “Sustainability Roundtable” held May, 2008 in Appleton. The event was supported by a Program Innovation Fund grant from state UW-Extension, a fund designed to generate cross-division education on public issues. Forty persons representing business, government, education, economic & workforce development, and labor met to learn and brainstorm strategies for greening the economy of Northeast Wisconsin.

From this event has arisen an ongoing discussion among key stakeholders, on the need and means for a green workforce development initiative. A draft mission statement for this effort has emerged: “We are an inclusive community of sustainable development interests in the Fox Valley collaborating to engage the emerging work force in building a green jobs economy.” The statement recognizes that a broad-based, deliberate effort to infuse green concepts into training and development venues is needed. If interested in this mission, please contact Jim Resick at 832-5122 or at resickjh@co.outagamie.wi.us.

Working Lands Initiative Update

The Wisconsin Working Lands Initiative is included as part of the 2009–2011 state budget signed into law by Governor Doyle on June 29, 2009. Three main components in the budget include updates to the state’s current Farmland Preservation Program, the ability for farmers and local governments to establish voluntary Agricultural Enterprise Areas, and a state grant program to help with the purchase of Agricultural Conservation Easements. A summary of the law, frequently asked questions, and more can be found at <http://www.datcp.state.wi.us/workinglands/index.jsp>

Those wanting to learn more about these important changes to farmland preservation policy have several options. The Department of Agriculture, Trade & Consumer Protection (DATCP) offers a repeat, day-long training for planning, zoning & land conservation officials and citizens. Nearest sites and dates for our region are September 24th in Oshkosh and September 30th in Wausau. One can register at

<http://www.datcp.state.wi.us/registration/wlands.jsp>

or by calling Coreen Fallat, 608-224-4625.

Don’t want to travel or can’t afford a whole day?

You may subscribe to the free Working Lands Newsletter. Write DATCP an email at

DATCPWorkingLands@wisconsin.gov, and in the subject line write “Subscribe to newsletter”.

For those wanting to go on to the “graduate level” of learning about working lands, UW-Extension may be offering a fourth Land Use Leadership Tour of farmland preservation programs in Pennsylvania and Maryland – by most accounts our national leaders. If fund-raising is successful, this tour will occur October 14-18. Proposed price is \$1,200 per person, which includes round-trip flight, regional bus travel, lodging and meals. If interested, please contact tour organizer Mike Koles of Waupaca County UW-Extension directly, at 715-258-6230 or michael.koles@ces.uwex.edu.