



Midvale Messenger

January-February 2025

Calendar:

January 4: Friends of Sequoia Library Bookshop Sale, Market Square, 9 a.m. to 4 p.m.

January 28: MHCA Board Meeting, Sequoia Library, 6:45 p.m.

February 1: Friends of Sequoia Library Bookshop Sale, Market Square, 9 a.m. to 4 p.m.

February 25: MHCA Board Meeting, Sequoia Library, 6:45 p.m.

March 1: Friends of Sequoia Library Bookshop Sale, Market Square, 9 a.m. to 4 p.m.

MIDVALE MESSENGER

The *Midvale Messenger* is published six times a year by the Midvale Heights Community Association. Copy deadlines are the 15th of February, April, June, August, October, and December.

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President's Message

Happy New Year, Midvale Heights

By Joy Cardin

President of the Midvale Heights Community Association

I hope you had a peaceful holiday season and are ready to start the new year with renewed resolve to care for yourself and others.

The Midvale Heights Community Association is resolved in 2025 to continue to support and help organize the traditional neighborhood events and activities that residents have come to love, and we will continue to look for new things to do - with your help. If you have an idea for an activity that brings neighbors together - or a speaker who could address a neighborhood concern - please let us know! MHCA will also organize candidate forums in local races to help you learn more about those who want to represent us. For more information on who represents you on the MHCA Board and contact information go to midvale-heights.org.



Speaking of our elected representatives, Midvale Heights has some new state and local leaders following the new redistricting maps in 2024, the November elections, and other developments. We have a new County Board Supervisor for the portion of Midvale Heights (south of Tokay Boulevard) that is in District 11. Former supervisor Aaron Collins resigned in November to take a position in the administration of new Dane County Executive Melissa Agard. Former Madison Alder Keith Furman was appointed to serve in the position until a special election is held on April 1. The portion of Midvale Heights (north of Tokay Boulevard) in County Board District 7 also has new representation. Erin Welsh, who is the deputy director of the Office of Crime Victim Services at the Wisconsin Department of Justice was appointed when Cecely Castillo resigned in March to become the Dane County Board's Chief of Staff.

Midvale Heights also has new representation at the State Capitol following the adoption of new redistricting maps in 2024. Our state representative for the 78th Assembly District is Democrat Lisa Subeck. Our new state senator for the 27th Senate District is Democrat Dianne Hesselbein.

Neighborhood News Briefs

Find Common Ground with the Friends of Sequoyia Library



By Nadine Pfothenhauer
Friends of Sequoyia Library

Looking forward, the Friends of Sequoyia hope that the new year holds just that: HOPE! We hope for more peace, less fear, more tolerance for and openness to differences, less impatience...you understand what we're trying to say. We are so thankful Sequoyia Branch Library is a space that allows everyone to be a supported part of the community and have access to resources provided at no cost. Again, the Friends of Sequoyia will start the year by making a substantial contribution to the library to purchase the 2025 subscriptions, best sellers, and e-books. Your support for us is support for our whole community. The Sequoyia Friends rely on your donations of books, CDs, and DVDs to sell at the book sales to generate funds to support Sequoyia. We accept donations at Sequoyia Library every day, but you can also bring them to the Friends of Sequoyia Bookshop in Market Square on Mondays and Thursdays from 9 a.m. to noon. We request that large donations are brought to the shop or leave a message at 608-288-9848 so we can arrange a pick-up. If you have any questions about donations or volunteering with the Friends of Sequoyia, ask at the Sequoyia Help Desk, come to the shop to talk with us on our donation days or leave a message on our shop phone: 608-288-9848. Upcoming sales at the Friends of Sequoyia Shop are January 4, February 1, and March 1 and 15. Find us on Facebook: <https://www.facebook.com/friendsofsequoyialibrary/>.

Help WIDE-LP FM Keep Progressive Voices on the Air

By Carl Wacker
Friends of WIDE-LP

In these turbulent times, independent progressive news sources are more important than ever. In Midvale Heights, we're lucky to have our own progressive radio station broadcasting 24 hours a day from Orchard Drive: WIDE-LP at 99.1 FM.

You can help keep us on the air! If you're looking for a way to make a difference, you can join other WIDE-LP supporters to help us counter the flood of mis-information in the news media today. Join our new *WIDE-LP Four Year Club*. Members pledge to make an annual contribution at the beginning of each year to help keep progressive voices on the air for four more years.

Donations go 100 percent to fund the operations of WIDE-LP. The station is non-profit and ad free. It operates entirely with volunteers and donations from our generous supporters including the Midvale Heights Community Association.

Programs you'll be helping to keep on the air in Midvale Heights include: Democracy Now, Progressive Voices, Ralph Nader Radio Hour, CounterSpin, Wisconsin Democracy Report, Talk World Radio, and many more. Go to www.madisonwi.us/WIDE-LP/schedule for a complete program listing.

Please email us at radio@widelp.org if you or your organization would like to join the *WIDE-LP Four Year Club*. See the Friends of WIDE-LP Radio page at www.widelp.org/friends for details about the club.



**Your Neighborhood
Radio Station**
Community Supported / Ad-free

25 for 2025

By Jenny Pilling and the MHCA Green Team

Here are 50 ideas on ways to save resources, save money and live more sustainably. Some are one-offs. Some are daily or regular habits. Some are free. Some have costs. Some will save you money. They will all enhance sustainability in our community.



1. Take a short(er), cooler shower. Cutting your shower time by *one* minute can save 75 gallons of water per month. Go hard and install a low-flow fixture while you're at it. 2. Unplug unused appliances and chargers. 3. Feed your soil. Get a mulching lawnmower. Mulch grass and leaves. 4. Add native plants to your landscaping. 5. Choose organic. 6. Install rain barrels. 7. Only run full appliances (washer, dryer, dishwasher). 8. Harness the sun and wind: Hang out your laundry (on an old school clothesline or foldable clothes drying rack). 9. Wash your clothes in cold water. (Try using less detergent as well). 10. Add a motion detector to your outdoor lights. Alternatively, turn them off at night. 11. Beat food waste: Plan menus and shopping and eat what you make/have. 12. Be water wise: Turn off the water when you brush your teeth. 13. Practice Meatless Monday. 14. Be water wise: Fix a dripping sink or leaking toilet. 15. Eat local. Drink local. 16. Join a CSA. 17. Don't wash your clothes unless they're dirty. 18. Go to the farmer's market. 19. Build a rain garden. 20. Eat less meat and dairy. 21. Beat food waste: Make "fridge cleanup" egg bites, frittatas, quiche or soup to use up bits and pieces in the fridge. 22. Batch and plan your errands. 23. Eat less beef. 24. Put on a sweater and slippers and lower the thermostat. 25. Turn off the light when you leave the room. 26. Insulate hot and cold water pipes. 27. In-

ulate your attic.

28. Take a stay-cation. 29. Weatherize your home (focus on windows and doors). 30. Use the microwave, toaster oven or slow cooker, which

uses 50% less electricity than a conventional oven.

31. Compost kitchen scraps and yard waste. 32.

Batch cook. Thaw items in the fridge overnight or while you're at work. 33. Add solar panels. 34. Straws suck. Avoid single-use plastic straws. 35. Carry light-weight cutlery in your bag/backpack to reduce single-use plastics. 36. Use natural cleaners like baking soda, lemon juice, essential oils, and vinegar. 37. Plant a garden/grow your own food. 38. Remove noxious, invasive plants and shrubs, such as garlic mustard, common buckthorn, creeping bellflower, honeysuckle, Japanese barberry, dames rocket, Japanese knotweed. 39. Use reusable totes and bags for shopping a lot (since the carbon footprint of an eco-friendly canvas tote is substantial). Regardless of whether a bag is plastic, paper, or ♻️, the most sustainable choice is the bag you already have. Reusing the bag as many times as you can reduces its impact on the environment. 40. Be water wise: Turn off the water when you soap up and shampoo. 41. Ride your bike or walk, if possible. 42. Ditch fast fashion. 43. Don't buy, buy less, or buy "new-to-you" (at thrift shops, yard sales, FB Marketplace, church sales) 44. Turn up your thermostat in summer. 45. Delete old emails and digital files. It's energy saving and frees up your devices, extending their life! Win, win. (Bonus points if you organize a digital cleanup event at work). 46. Simplify your events/holidays. Increase joy and reduce clutter, waste and stress. Avoid/reduce disposables, balloons and excessive gift giving. Give home-made gifts or experiences. 47. Eat more pulses (beans, lentils and peas). There are so many delicious, easy (and heart healthy) recipes to prepare: Hummus, shakshuka, soups, stews, lentil salad. Enjoy! 48. Know what you want out of your fridge before you open it. Every time you hold the door open, up to 30% of the cooled air escapes. 49. Inspect your furnace and/or air conditioner filter. If it's dirty, clean/replace it. 50. Plant a native tree or shrub. (If you have space, make it an oak).



Killed by a Traffic Engineer

By District 11 Alder Bill Tishler
Madison City Council District 11

Back in October, the District 11 Book Club read *A Brief History of Motion: From the Wheel to the Car to What Comes Next* (2021). The book explored the history of transportation, the evolution of public transit, and how cars have reshaped American cities. We were joined by Tom Lynch, Madison’s Transportation Director, who shared valuable insights into the city’s transportation history and current challenges. As a follow-up, I was considering Wes Marshall’s book *Killed by a Traffic Engineer: Shattering the Delusion that Science Underlies our Transportation System* (2024), published by Island Press.

Wes Marshall’s book is an excellent resource for understanding how street design impacts safety. He explains how traffic engineering decisions over the years have created systems that encourage unsafe behavior and lead to crashes. Marshall also critiques programs like Vision Zero, arguing they often fail to bring real change.

Coincidentally, members of Machinery Row Bicycles, Madison Bikes, and Wisconsin Bike Federation meet with me a few weeks ago and invited me to serve as the moderator for their new Bicycle Book Club, which will focus on this book in late January and early February.

They describe their book club as a welcoming space for anyone interested in bike advocacy, especially those looking for an easy way to get involved. The club is free, open to the public, and will meet on three Sundays at Machinery Row Bicycles, 601 Williamson St, Madison, WI:

Sunday, January 26th: 4 – 6 PM

We’ll discuss the book and evaluate Madison’s streets, sidewalks, and bicycle route infrastructure, identifying both successes and challenges.

Sunday, February 2nd: 4 – 6 PM (Hybrid option available)

We’ll review the infrastructure identified in the first meeting with engineers, exploring specific street de-



sign choices that impact the safety and comfort of people outside vehicles.

Sunday, February 9th: 4 – 6 PM

We’ll plan advocacy efforts for infrastructure improvements you’d like to see, drafting proposals and emailing elected officials. Bring your hopes, dreams, and a laptop or notebook!

Wes Marshall’s book is a valuable guide for anyone looking to improve safety in their neighborhood or learn how better street design can make a difference. I invite you to join me at Machinery Row Bicycles this winter for all three Sunday sessions to discuss *Killed by a Traffic Engineer* and explore how Madison can improve its streets for all modes of transportation.

BICYCLE BOOK CLUB
PRESENTED BY

MACHINERY ROW WISCONSIN BIKE FED MadisonBikes.org

Meeting Dates:
4-6pm at Machinery Row Bicycles

- January 26, 2025
- February 2, 2025
Virtual option available
- February 9, 2025

The Book:

KILLED BY A TRAFFIC ENGINEER
WES MARSHALL

A beginner-friendly discussion on bike advocacy and the history of traffic engineering.

Limited free copies of the book available at Machinery Row Bicycles.

Moderated by Alder Bill Tishler, of the District 11 Book Club.