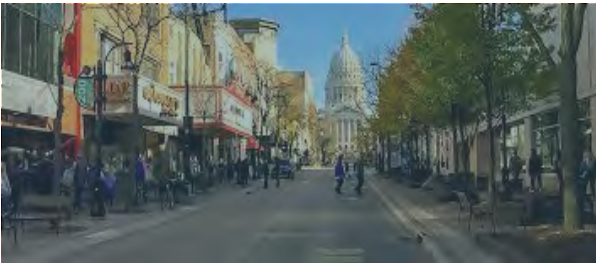


# UniverCity Alliance

Better • Places • Together



UniverCity Alliance  
UNIVERSITY OF WISCONSIN-MADISON

Department of Civil and Environmental Engineering

Division of Extension

Data Science Institute

Department of Planning and Landscape Architecture

COWS

Global Health Institute

Computer Sciences

Institute for Research on Poverty

# Advisory Board

Cartography Lab

Nelson Institute for Environmental Studies

Population Health Institute

Morgridge Center for Public Service



UniverCity Alliance  
UNIVERSITY OF WISCONSIN-MADISON

Law School

School of Medicine

La Follette School of Public Affairs

School of Business

School of Human Ecology

School of Education

# UniverCity Year: The Wisconsin idea 2.0

- ❖ Connect existing university resources to local governments to work on critical and vexing projects
- ❖ Amplify campus learning from and alongside communities



Better. Places. Together.

# UniverCity Year: Scope & Process



Counties

Cities, Villages, and Towns

## UCY Four-Step Process



Local government partner identifies issues or questions.



UCY matches projects with solution-based courses.



UW-Madison students work on the issues and questions.



Local government receives research, reports, designs, and implementation support.

By the numbers  
from 2016-2023

- ❖ 325 projects
- ❖ 2,453 students
- ❖ 101 unique faculty
- ❖ 9 partner institutions plus Extension



# Community partners

2016-2017



2017-2018



2019



2020



## 2022-23 Partners

Polk County, Columbia County, Outagamie County, Stoughton, Sun Prairie/Cottage Grove/Deerfield, Town of Germantown

# 2023-24 New Partners

---

- Eau Claire County
- St. Croix County
- Wood County Health Department
- Village of Cottage Grove
- Village of Shorewood
- Marinette
- Milton
- River Falls
- Wausau

RECORD SETTING COHORT

# Health, Well-Being, & Equity

Assisting with evidence-based strategy

- Mental Health Navigator (Implemented)
- Teen Intervene Program (Toolkit being used)
- Data sharing to combat opioid crisis (Secured grant)



Diversity, Equity, and Inclusion: Native Nations, Equity in Hiring, Media Campaigns



Involved departments: Public Health, Nelson Institute for Environmental Studies, Industrial Systems Engineering, Journalism/Communications



# Housing

- Affordable housing site analysis, values, and risks (Currently pitching rural, affordable pocket neighborhoods)
- Senior housing site plans (City council pitching to developers)



Site Acquisition Cost	\$372,700
Construction Budget	\$8,220,000
Developer Fee	\$822,000
<b>Total Capital Budget</b>	<b>\$9,414,700</b>
Less: HOME Grant	<b>\$(400,000)</b>
Less: HUD Grant	<b>\$(2,235,000)</b>
Less: Tax Credit Equity	<b>\$(4,801,497)</b>
<b>Net Capital Budget</b>	<b>\$1,978,203</b>

Income 2015	30% AMI	50%AMI	Market
\$43,990	\$13,197	\$21,995	\$26394
<b>Affordable Rent</b>	<b>\$329.93</b>	<b>\$549.88</b>	<b>\$1319.7</b>

Involved Departments: Real Estate & Urban Economics, Civil & Environmental Engineering



# Economic Development

- Tourism Marketing (Using marketing materials)
- Trade Market Analysis & Planning (New businesses locating in Brodhead; Brought new stakeholders to table in Adams)
- Infill development plans (Monroe building a pocket park)
- Developing strategies to link arts, culture, and economic development



Involved Departments: Journalism/Communications, Extension, Agriculture & Applied Economics, MBA in Arts Administration

# Clean Energy & Sustainability

## Greening a rural school's footprint

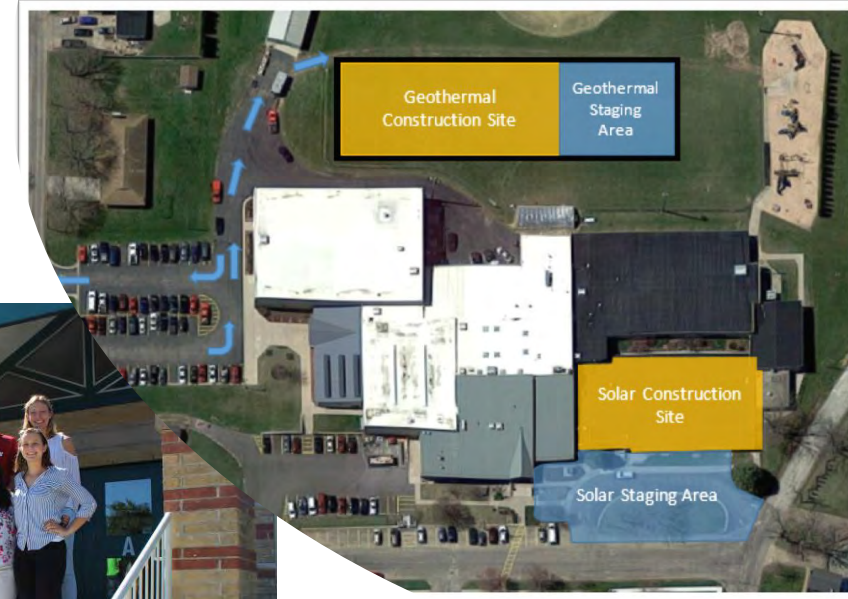
- Energy audit
- Alternative energy design

Resulted in more solar panels on the school & lower energy costs (saving \$30,000 per year)

Revising Pepin County Hazard Mitigation Plan to incorporate health

Koshkonong Creek long-term conservation plan

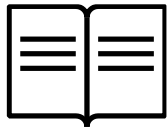
Involved Departments: Civil & Environmental Engineering, Wisconsin Energy Institute, Nelson Institute



# Program Impacts – Just a few

- Brown County building prototype A.V. for blue-green algae removal
- Brodhead using Pearl Island Conservation Plan to drive nature-based tourism
- Dane County used research to double affordable housing investments that include sustainability features
- Koshkonong Creek Collaborative discovered by USDA because of new website
- Monticello used student designs as the basis for a WWTP renovation
- Marathon County now using alternative de-icing practices
- Appleton International Airport now has plans for solar for their renovation + a new Sustainability Action Plan

# Examples of work



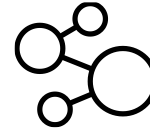
Best practice reports



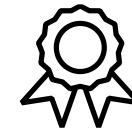
Data analysis



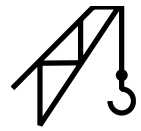
Communications/  
promotional materials



Data visualization



Program evaluation



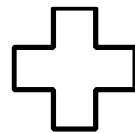
Site plans



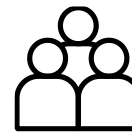
Policy recommendations



Design recommendations



Health impact assessments



Community engagement



Staff trainings



Case study comparisons



# Wisconsin Heat/Health Network

## Partners:

- Climatologist Larry Kalkstein
- UW-Madison Departments (WICCI, Nelson Institute)
- Milwaukee County Office of Emergency Management
- WI State Department of Health Services
- City of Milwaukee Health Department
- Public Health Madison/Dane County
- Dane County
- City of Madison

## Goals:

- Coordinate and implement a Wisconsin heat/health network
- Increase awareness about the dangers of heat statewide
- Improve warning systems that identify weather situations dangerous to human health
- Suggest intervention measures and policies to save lives during dangerous heat events

# Award Winning Program



2022 Salute to Local Government: Advancing Racial Equity



C. Peter Magrath & W.K. Kellogg Foundation  
Community Engagement Scholarship Awards



UW-Madison Community Relations

2019 Community–University  
Partnership Awards

# UCA Connections with Nelson Institute



# Other Higher Education Resources for Climate Adaptation

- Extension: Wisconsin Climate Connection (contact: Sherrie Gruder): <https://climate.extension.wisc.edu>
- State Climatology Office (contact: Steve Vavrus): <https://www.aos.wisc.edu/~sco/>
- WI Initiative on Climate Change Impacts (contact: Dea Larsen Converse): <https://wicci.wisc.edu/>
- School of Freshwater Sciences @ UWM (contact: Elizabeth Sutton): <https://uwm.edu/freshwater/community-engagement/community-resources/>
- Center for Rural Communities @ Northland College (contact: Brian Tochterman): <https://www.northland.edu/centers/crc> (Climate Change Adaptation Guide)



# Summary

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Can students do something productive for communities? YES

Can these activities help communities make progress on community-identified goals? YES

What's needed for this to be successful? STRUCTURE OF UNIVERCITY YEAR





**UniverCity Alliance**  
UNIVERSITY OF WISCONSIN-MADISON

[gavin@cow.s.org](mailto:gavin@cow.s.org)

[www.univercity.wisc.edu](http://www.univercity.wisc.edu)

# Welcome Our Panelists

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- Katrina Becker, Innovation Center Stoughton, Executive Director
- Kara Homan, City of Appleton, Director of Community and Economic Development



# Stoughton Innovation and Sustainability with UniverCity Year



Katrina Becker

Vice President, Becker Professional Services

Executive Director, Innovation Center Stoughton

[katrina@beckerproservices.com](mailto:katrina@beckerproservices.com)



**INNOVATION  
CENTER  
STOUGHTON**



- City of 13,000 people
- 20 miles southeast of Madison, in Dane County
- UniverCity Year partner 2021-2024



Figure 51: Sanborn Fire Map (Library of Congress)



Figure 50: Passenger Rail Depot (WI Historical Society)  
C. M. & St. P. Depot,  
Stoughton, Wis;





Landscape  
Architecture  
Capstone Student

Fall 2022 – Spring  
2023

Exploring  
Downtown  
Redesign &  
Redevelopment  
Framework

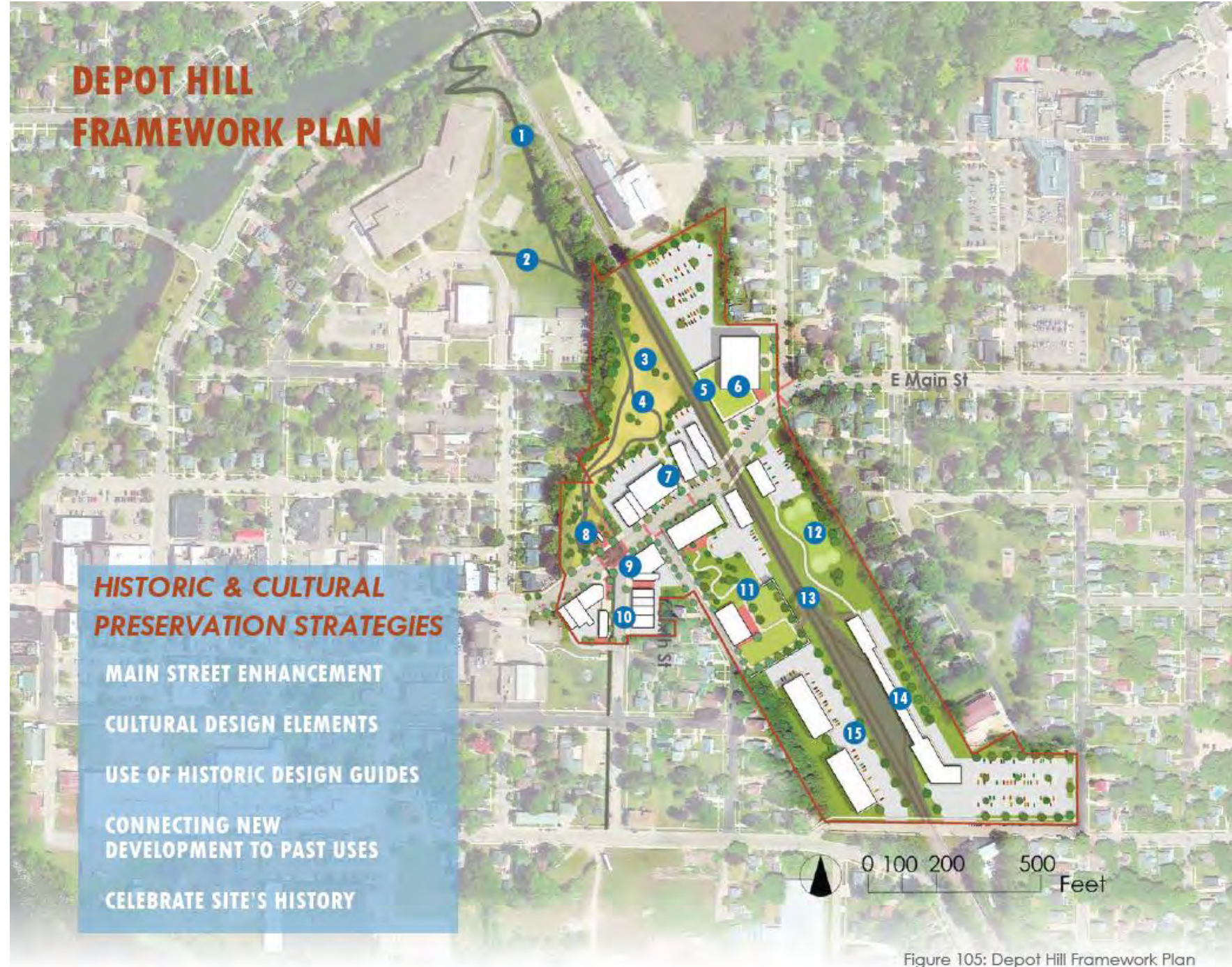


Figure 105: Depot Hill Framework Plan





Figure 4: Regional Context

Figure 5: Site within Stoughton



**DEPOT HILL  
PROJECT SITE**



## PROJECT GOALS

01

### HIGHLIGHT UNIQUE CULTURE AND HISTORY



- Analyze and assess existing historical buildings, proposing improvements and new infill that fits the historical architectural styles found on the site
- Utilize placemaking techniques to extend the existing aesthetics of the historical downtown area through the site, promoting foot traffic through the entire corridor
- Heighten the community's cultural identity, additionally improving Stoughton's identity at a regional level, bringing in visitors and new residents
- Bring awareness to overlooked and forgotten histories, especially presettlement history

02

### PROVIDE NEW MIXED USE SPACES TO SUPPORT GROWTH



- Utilize a 'smart growth' approach, focusing on sustainability and equity
- Provide flexible development opportunities that support a range of businesses and uses to best support future changes
- Successfully attract a wide range of businesses and residents from a wide range of demographics into an equitable and walkable community
- Provide alternative transit to cars for commuters

03

### IMPROVE LOCAL AND REGIONAL CONNECTIVITY



- Create a safe path from River Bluff Middle school to the Youth center
- Utilize project site to connect to the Yahara river to the north and south
- Connect new and current residents to the Madison region by offering commuter bike paths, further establishing the city as a Madison suburb.

04

### INCREASE PUBLIC SPACE



- Create a safe path from River Bluff Middle school to the Youth center
- Provide space for businesses to utilize the storefront to support business or attract customers
- Build in infrastructure for pedestrian traffic, including places to eat or rest
- Create opportunities for community events, such as markets

## RAILYARD PARK

### LEGEND

- primary street
- secondary street
- new use
- mixed-use build
- preserve & enhance
- public/business plaza
- park space
- parking lot
- street mural
- parklet
- signage
- youth center trail
- bike trail
- secondary paths
- playground
- picnic space
- historic marker
- stormwater planting

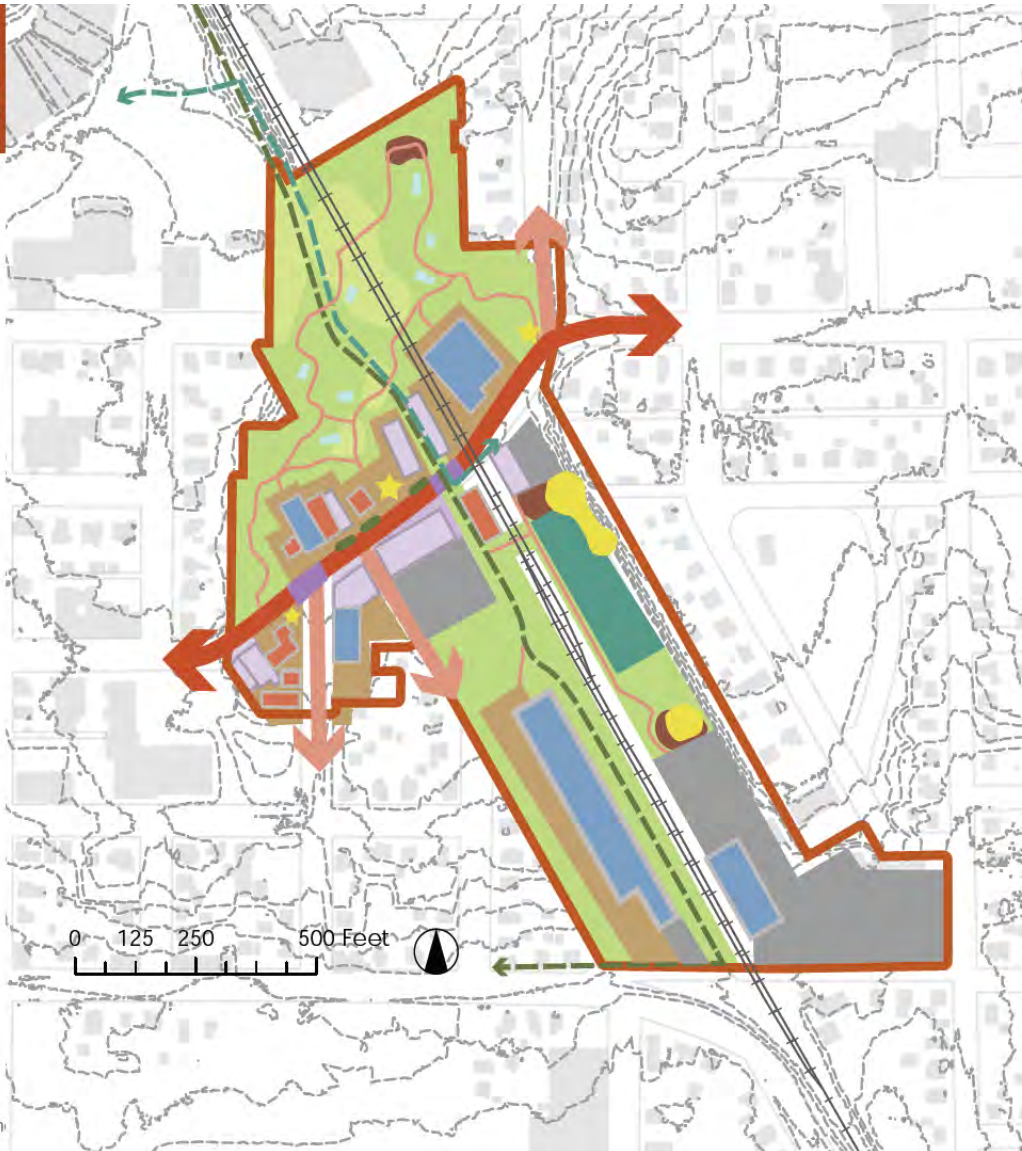


Figure 100: Railyard Park

- Railyard Park will serve to ecologically restore unused open space on the site while providing new pedestrian trails.
- Tell the story of the site's history utilizing public art, signage, and historic artifacts.
- Planting will stabilize the slope, capture stormwater, & mitigate pollutants & soil contaminants.
- Bike trail connection
- New uses for historic buildings, infill strategies





Figure 119: Bunad Plaza Plan

## SITE PLAN

### Bunad Plaza



Figure 120: Bunad 1



Figure 121: Bunad 2



Figure 123: Ho-Chunk Textile



INNOVATION  
CENTER  
STOUGHTON



## 2010 – Stoughton RDA commissions a Business Incubator Feasibility Study

Recommended an “innovation-focused” incubator designed to “reduce the cost and risk of exploring new, innovative ideas” by:

- Providing affordable and flexible space
- Being a hub for the network of businesses & individuals necessary to foster innovation

2013 – Fab Lab in Stoughton High School is established  
(first in the state)

Local employers see students graduating with STEM experience, technical skills, and “power” skills – critical thinking, problem-solving, design thinking, creativity.

## 2018 – Idea for Innovation Center Stoughton is formed

Goal is to help Stoughton and surrounding communities become more resilient in the face of climate change and economic instability/challenges.

1. Innovation-Focused Business Incubator
2. Technical + “Power” Skill Development (workforce)
3. Community Makerspace / Fab Lab

## 2021-2023 – UniverCity Year ICS-related Projects

- Civil & Environmental Engineering –  
Renovation Plan for Historic 1892  
Building
- Industrial & Systems Engineering –  
System Design for Innovation  
Center Stoughton
- Interdisciplinary Engineering –  
Common Threads Between  
Stoughton Employers, Employees
- Agricultural & Applied Economics –  
Exploring Co-ops for Stakeholders of ICS
- Arts Administration –  
Envisioning Innovation Center Stoughton
- Sustainability Internship –  
Community Sustainability Survey



## Current Opportunities & Next Steps:

- Help the City of Stoughton implement recommendations from Sustainability Plan (composting, renewable energy)
- Children's Business Fair
- Building – space needs study, acquire property, build or renovate; ideally in East Main Street redevelopment area
- Work with local employers, launch Innovation Workshops and entrepreneurial programming

Katrina Becker

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Executive Director, Innovation Center Stoughton

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**INNOVATION  
CENTER  
STOUGHTON**