

**Public Engagement Subgroup Leadership (Pre-planning Meeting)**  
**August 31, 2020**  
**8:30-9:30 a.m.**  
**Zoom Meeting**

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Subgroup Members: Missy Nergard, Mike Rupiper, Tricia Gorby, Kyle Minks, Mark Riedel, Martye Griffin, Brenda Gonzalez, James Tye, Carolyn Clow, and Renee Lauber

Lead or Spokesperson: Carolyn Clow

Subgroup Charge: Formulate a recommended implementation strategy for how the Yahara CLEAN Compact will communicate with, engage, and empower diverse watershed communities to support our decision-making and plan development.

Objectives:

- 1) Recommend content and outreach-coordination strategies related to Compact messaging and information sharing.
  - 2) Recommend what specific questions should be asked of the public to inform plan development.
  - 3) Recommend desired outcomes, methods, level of intensity, and timing for soliciting public feedback, particularly from specific communities or demographics.
  - 4) Recommend how and by whom this work gets completed.
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8/31 Participation: Carolyn Clow, James Tye, Paul Dearlove, Alison Lebwohl, Sharon Lezberg (UWEX contractor), Samuel Pratsch (UWEX contractor), Sarah Dance

Recorder: Paul Dearlove

Discussion Notes

- A wide range of opinions and ideas were expressed at the last subgroup meeting on what public outreach and engagement means and what it should look like for the Compact. It was recognized that certain public-engagement efforts are needed to inform plan development, while others are more appropriate to start or continue after the Compact timeline ends.
- Through contracted services approved at the 8/14/20 Executive Committee meeting, UW Division of Extension (UWEX) is creating a facilitation plan to help guide the subgroup in its efforts to: 1) define outreach and engagement needs; 2) identify target audiences and the type/level of engagement appropriate for each audience; 3) define implementation roles; and 4) lay out next steps for how the work could be carried out.
- IAP2's Public Participation Spectrum was reviewed. This conceptual tool outlines public-involvement categories ranging from informing to being a part of actual decision-making. In designing a public-participation plan, decisions will need to be made on where different audiences and community groups should fall along this spectrum.

- As a first step, UWEX will survey subgroup members. The purpose of the survey will be to identify our key watershed audiences and specify what level of engagement is appropriate for each audience. Once agreed, these recommendations will then go to the Executive Committee for approval in coordination with the consultant.
- Meeting participants agreed that planning goals, objectives and basic operating parameters have already been approved by the Compact. The intention here is not to revisit these decisions. For plan-development purposes, it will be important to focus on gathering information from communities most likely to be impacted by any recommended strategies.
- Reviewed the UWEX proposal outlining a game plan for the next three subgroup meetings. Every effort will be made to hold two of the three meetings before October 1<sup>st</sup>. That marks the date when we are hoping to finalize a contract with the consultant defining scope, schedule and budget.
- Some questions for our group to answer over the next few meetings include: How do we decide to what level we are going to engage with each audience? How do we take advantage of results gathered from prior watershed surveys? Can we channel some of our public engagement through the local municipalities as a more effective way of reaching lots of individuals?
- We will want to target individuals and groups that can have the biggest impact on water quality. Identifying these audiences will be accomplished through the survey of subgroup members. Then, the depth of that engagement will be discussed and determined.
- When prioritizing the timing of our efforts, audiences that can best contribute to the solutions and have the agency to make an impact will have a greater degree of engagement earlier in the process. For example, such audiences may be called upon to participate in discussion about how to implement practices (involve/collaborate), versus other audiences who are best engaged after the practices are determined (inform).
- Our logic model states specifically that the Compact members agree to: “Conduct public listening sessions to gather feedback on the action plan.” However, meeting participants felt that public participation can be expanded beyond this particular statement if deemed necessary by the subcommittee and approved by Exec.
- From the DNR grant application that is helping to fund our Compact efforts: “A sociological assessment will be performed on the attitudes and cultural behaviors that are either assisting or limiting lake protection and rehabilitation, with results used to inform management and public messaging recommendations.” If we decide to move forward with such a survey, the results can help identify barriers and opportunities to implementing future action recommendations. A survey – or results of past surveys – can also be used to set a baseline for which future progress can be measured.

#### Action items

- Dearlove to send a copy of the Request for Qualifications to Lezberg and Pratsch so they can start identifying existing resources, such as previously completed surveys (i.e., MAMSWaP survey, CARPC surveys, etc.).
- Pratsch to develop and share a draft subgroup member survey so it can be distributed as soon as possible. The goal is to distribute the survey by 9/4; have responses in by 9/14; and have a draft report to the subgroup by 9/21 in preparation for the 9/23 meeting.

- Dearlove to email the subgroup members asking that they hold the date for our next two meetings: 9/23 (3:00-5:00 p.m.) and 9/29 (3:00-5:00 p.m.). NOTE: Agendas and the survey will follow once they are drafted. Contact information for Lezberg and Pratsch will be included in the hold-the-date email.
- Pratsch (with assistance from Lezberg and Dance) to compile and distribute survey results prior to the 9/23 meeting. In between the 9/23 and 9/29 meetings, UWEX to develop a graphic or logic model based on the survey results and ensuing discussion to illustrate the depth of engagement for each audience.