

## Public Engagement Subgroup

June 8, 2020

11:30-12:45

Zoom Meeting

Members: Missy Nergard, Mike Rupiper, Tricia Gorby, Kyle Minks, Mark Riedel, Martye Griffin, Brenda Gonzalez, James Tye

Lead or Spokesperson: Not identified

Interim Lead & Recorder: Paul Dearlove

Charge: (See “Recommendations/Proposals”)

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Attendance: Missy Nergard, Mike Rupiper, Tricia Gorby, Kyle Minks, Mark Riedel, Martye Griffin, Brenda Gonzalez, James Tye, Sara Dance (UW-Madison fellow).

### Executive Committee Requests

- Reconstitute the Additional Participants, Social Equity, and Ag Outreach Subgroups into a more holistically integrated Public Engagement Subgroup.
- Advise on Compact-related outreach, the gathering of public input, and shared messaging.
- Recommend public outreach methods that intentionally and consistently apply a Diversity, Equity and Inclusion (DEI) lens so the process is inclusive to as many groups as possible.

### Recommendations/Proposals

- **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.

### Action items

- Next meeting of the subgroup will focus on the “why” and the “what” when it comes to Compact-driven public engagement. **Assignments (all members):** 1) What would you like to see in terms of the *why* and *what*? 2) Identify any available resources or

successful public-engagement models—whether from within or outside the region—that you’re aware of that can help guide our work.

- Dearlove will set up a shared Google Drive folder for the subgroup.

#### Supplementary Notes or Attachments

- Identification of a subgroup lead is still pending. Multiple members expressed hesitation to accept the role due to time limitations or perceived deficiencies in topic expertise. It was clarified that the lead will help keep the group on task in fulfilling its objectives, and not to do all the work or act as the expert.
- Sarah Dance was introduced as a UW-Madison fellow who will assist us in designing Compact-related outreach and engagement strategies.
- Outreach to agricultural stakeholders is ongoing and will continue. Going forward, we should be very intentional and active in all our outreach and DEI work.
- UW-Madison and Division of Extension have good resources/expertise in these areas. Talent and resources can also be brought in from outside the group.
  - Tye: Proposed that the interim “organizers” of the subgroup could be Clean Lakes Alliance and UW-Extension working with Sarah Dance to help get us started. Eventually, we would then hand off the recommended work that is approved by the Exec Committee.
  - Gorby: UW-Extension is multi-faceted, has strong community relationships, and has been involved with these types of efforts. However, she has to be careful about how partners might perceive Extension to avoid jeopardizing trust dynamics. While Extension can bring resources to the table, it cannot be perceived as playing an advocacy role. She offered to reach out to Sharon Lezberg, former Steering Team facilitator, to try to bring her back into the fold. Extension’s role would then be based on whether or not Sharon can participate, and how that role might be defined and perceived by external partners.
- We need to research successful public outreach and engagement models to figure out what questions to ask. Is someone in the Madison area already doing this type of work that we can get to help our own effort? Sixteenth Street Community Health Centers in Milwaukee was recommended as an environmental justice and social equity resource.
- Timing is important when it comes to completing some of our objectives and the order in which they are completed. How do we most effectively gather public feedback and make sure we are reaching diverse groups? How do we get people to the table so they can have influence over any final recommendations that come out of the overall planning process?
- Clean Lakes Alliance does not currently have the time and resources to spearhead the Compact’s outreach and DEI work. However, it has done extensive public engagement work and may be able to take on some of these roles or partner with others.
- Our subgroup does not need to address all the finer details of the “how,” but it should be able to answer the “why” when it comes to setting goals and engaging the public.
- We may want to recommend intentionally reaching out to certain communities (rather than a random survey) to better match the demographics of the watershed and representation of different groups.