

**Public Engagement Subgroup
UWEX-facilitated Meeting #3
October 30, 2020
8:00 – 10:00 a.m. via Zoom**

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

Facilitators: Sarah Dance UW-Madison, Sharon Lezberg and Samuel Pratsch, UW Division of Extension (UWEX)

Lead or Spokesperson: Carolyn Clow

Recorder: Samuel Pratsch

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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Attendance:

Paul Dearlove, Sharon Lezberg, Carolyn Clow, Mike Rupiper, James Tye, Kyle Minks, Mark Riedel, Alison Lebwohl, Melissa Huggins, Samuel Pratsch, Tricia Gorby, Sarah Dance, Renee Lauber, Martye Griffin, and Coreen Fallat

Anticipated Meeting Outcome:

Creation of a ‘fluid’ outreach plan for diverse stakeholder groups (watershed communities) that can be shared with the consulting group.

Check-in & Overview of Meeting

- Sharon Lezberg provided an overview of the meeting objectives and agenda, and described how the facilitators made some decisions on the process to help move things along. Sharon then reviewed the working agreements, and had the group

go through an exercise to practice Zoom's "annotate" function. The exercise was to imagine overhearing fishing and water quality conversations, and to share advice comments using the annotate feature.

- Sarah Dance reviewed the land acknowledgement and diversity, equity, and inclusion (DEI) statements, as well as the public engagement subgroup charge.
 - DEI statement review: "equitable forum; inclusive decision-making; apply DEI lens; adopt practices that are as inclusive to as many groups as possible"
 - Overlapping identities; use networks to strengthen our outreach to diverse communities
- Samuel Pratsch reviewed the influence vs impact chart
 - Level of Influence vs. Level of Impact on Implementation Strategies (and lake itself) matrix; groups in top right corner had high influence and high impact and were the subject of Meeting 2 (but a number of groups in the lower left corner are "under-represented" or not normally engaged). Middle of the matrix represents the intersectionality of overlapping identities.
- Sarah Dance led an activity asking group members to share who they typically hear from and who they do not. Group members annotated their ideas on the slide.
 - Who do we typically hear from: higher income; scientists; lakefront residents; farmers & builders; some selected officials; loudest voice; water quality professionals; environmental groups; municipalities; nonprofits; beach users; experts or folks "that know"; public figures; people who have a platform from which to speak
 - Who do we NOT typically hear from: anglers; minorities; pet owners/veterinarians; tourists; sustenance fishers; farmers other than Yahara Pride Farms; non-lake users; business owners around the lakes; those living far from shore; community organizers; urban residents who don't live on the lakes but use them; artists; lower income/transient renters/smaller suburbs; kids; people who don't know how to speak up or who to speak to; black outdoorsmen, women; traditional non-experts that have experience and value
- Mark shared a little about his rural background and the influence that outdoor recreation had on his worldview. He discussed a gap with urban residents who don't have these backgrounds and experiences.
- Martye discussed how the two groups could be separated into an expert group and an experienter group. He thinks it's a power shift between those "who ran the show and those who were back in the bus."
- Dance discussed the lack of baseline data on the impact of our underserved audiences and the assumptions we made.
 - Martye asked if CARPC had any of this data. Mike said no, but it is possible to pull it together.
 - Kyle asked if we have identified a map of these underserved communities in the watershed.

- Mark shared about the historic red lining maps and how they reveal who is in closer proximity to the lake.
- Martye asked is it possible to address those gaps. Sharon replied that it is up to the committee to put that forward as a recommendation.
 - Sharon Lezberg stated it is up to subgroup to recommend what data gaps need to be filled. Recs will then be proposed to the full Steering Team and ultimately Exec for necessary action.
 - Martye: formally recommends gathering data to identify who is most impacted. Mark: some of the influence/access challenge goes back many decades. What are the barriers that were and continue to keep people from meaningfully participating?
- James wants the group to create a list of action steps.
- Mark suggestions we think about the barriers that have kept and continue to keep people from being engaged.
- Baseline data: Do previous surveys ask about water quality impacts on underserved audiences? The MAMSWaP survey did not. Have we identified these communities/areas within the watershed, where they're located, and how we can reach them? Yes, this demographic information is available and CARPC can pull some of it together. Wisconsin is one of most segregated states. Because there is no baseline data on the impact of poor water quality on underserved audiences, we are making some assumptions. For example, lower income populations tend use lakes for swimming and recreation because pool memberships are expensive.
- Recognize gaps in engagement (in previous compacts); recognize constraints (budget, time, existing relationships); audiences (Ho-Chunk; general public underserved communities; intersectionality using DEI lens)
- Sharon led a discussion about next steps in developing a relationship and related concerns (see Google Sheet documentation).
 - Ho-Chunk: Identify key contacts; ask questions and LISTEN; collect stories about why water is important; inquire as to what they are already doing and discover if there are synergies or collaboration opportunities; educate Compact members about history and relationships with lakes; identify a champion from the Compact to form the connection (Aaron Birdbear at UW? WI Tribal Conservation Advisory Council?); understand other groups' use of the lakes; outreach; listen to their history and their memories of what the watershed used to be like; ask for help; ask them what they want to see for the lakes and how to get there; find out who to approach (tribal customs & hierarchy matter); understand our current relationships and the difference between the formal nation and its members
 - Mark talked about understanding the Ho-Chunk history with the land and how colonization has impacted them, and then to apply that lens to current engagement efforts.

- Kyle thought it was critical for the group to decide on a liaison or a point person when reaching out to Ho-Chunk. Tricia recommends we should find the right voice, and says that we already have some connections (but it is not a unified voice). Tricia shared about her presentation to the Wisconsin Tribal Conservation Advisory Council and thinks it would provide be a great venue for making connections.
- What are the concerns?
 - Alienation, understanding their meaningful role and having a place to fit in; lack of understanding or appreciation for traditional ecological knowledge; must be authentic; developing good relationships takes a lot of time; time to spend working on the issue and when the community has other important issues to address; having something of value that Ho-Chunk can connect with; lack of alignment with the timeframe and perspectives regarding lake impacts using SEK and TEK; time vs. results; over promising; empowerment and follow through; Who has the power, and how are we coming to them (i.e., as the solution creators or blessers); set up intentional structures to continue the relationship.
- Melissa Huggins commented that this process is great, and we need to come up with a way to be strategic. We have to understand how we come together that makes sense and that will not cause more work for them. How do we integrate with what the nation is already doing?
 - How do we meet people where they are? Reps are overwhelmed with requests. Need to be very strategic so that we don't just make more work for them. Good idea to have one contact from the Compact, but integrate what Ho-Chunk is already doing rather than asking for more.
- Sharon points out we need to think about how the relationships will be maintained, especially if the Compact is set to end.
 - Establishing vs. maintaining a relationship. Compact has a limited duration for purposes of plan development. How does the Compact keep a relationship going when we all have day jobs and are busy? Responses: Long history of white people romanticizing native cultures but not really following through on doing anything with the input received. Revolving door of relationships makes it difficult to build trust. How do we co-manage a resource and share power? Responses: Empowerment needs to become the norm; need to set up intentional structure to ensure that empowerment is sustained.
- Sharon asked the group to look at the list of concerns and think about how to address them.
 - Mark talked about the noble savage misconceptions and how his background working with Tribal Nations in MN. We described the time and legal battles that took place in order to establish co-

management systems for natural resources. He saw a lot of interest from non-native people to work with those Nations, and, unfortunately, a lot of empty promises through a revolving door of relationships. He also suggests we have to avoid 'tokenism'.

- Martye suggests we need to revisit how we engage and empower these groups through setting up intentional structures.
- Dance led a discussion on general public underserved communities.
 - Steps needed to develop relationships: Reach out to local community centers; identify groups to connect with; strategic outreach; who is "we" (Compact members) and who OF the "we" will be developing and maintaining the relationship? What is the tenure and purpose of the relationship; understand the history and barriers; find leaders/key contacts; make it relevant to people's lives; go where they are; it isn't a "black community thing," it is a neighborhood thing. Idea is to use neighborhoods where people live and engage them in the issues that affect them. Most folks are more worried about their health care or food choices than water quality, but when you can link it to something they care about that is good. Must ask and listen to find that what that is. Marketing and educational campaign in locations where it will reach these communities; empowered neighborhoods and neighborhood associations are led by white, middle class, older folks for the most part; ask what they want for their communities and how to get there; are faith communities a place to start? Are there any with an environmental ethic that is foundational? Find out who knows the communities.
 - Concerns to address: avoid assumptions; we don't have bandwidth to engage with individuals; neighborhood associations have their own power dynamics and demographic profile that will make them difficult to utilize for our purposes; developing good relationships is a marathon; ephemeral vs. "lasting" power of the relationships; trust/wariness – we were never asked before so why now? Need to involve from the very beginning in decision making; creating platforms for ongoing ability to influence policy; we come to the table with solutions that don't fit within what the community wants; what we might want to do today might not be possible for those communities to give us; maybe we need to push out more information and education in a concerted way and not ask so much of them other than to inform how to tap in to the effort; have to ask ourselves what the Compact is really capable of doing as we expand the number of communities we're trying to involve; need non-scientists to care about the issue and it doesn't have to be for the same reasons – need to know what people can do; subgroup should focus on how to connect with communities and with the messages that matter to them (i.e., rollout events); too late to bring these groups to the table now, but let's lay the groundwork for the future.

- Mark shared an example of Minneapolis and how their neighborhood organizations were empowered to make decisions
- Melissa shared that Madison's neighborhood organizations are predominately led by white, middle class people and are not the best venues to reach the underserved audiences we are talking about.
- Sharon recommended we explore non-profits that have been recently formed
- Melissa reiterates that we cannot overwhelm them with asks that are not of their immediate concerns.
- Carolyn asked if the group had the time and capacity to build and maintain these relationships. Is that something that the Compact can realistically do? She recommends we think about less engagement and more pushing out of information.
- James shared a brief history of some Compact decisions regarding who to engage and who not to engage. He recommends we continue to move the effort forward and not get caught up in striving for perfectionism first.
- Martye recommends we find a way to link environment outcomes with health outcomes. We need to find out what their interests are and then align those with the intended outcomes of the Compact.
- Carolyn said we need more than scientists involved. We have to find what people care about and it might not be the science.
- Melissa thinks it is critical we find a way to connect to communities and what matters to them. The Compact needs to demonstrate how it addresses those issues. Use that as a way to start to build relationships and bring them into the next phase of the Compact.
- James suggests the Compact needs to find a way to be more like a Ferris wheel where people can plug at a time and manner of their own choosing.
- Mark suggests the first step is to work with SmithGroup and Urban Assets.
- Paul offered that we tap into the talents and stakeholder networks of our own Compact members.
- Carolyn thinks that SmithGroup and Urban Assets could help the group to create a task list.
- Dance presented an overview of the "overlapping identities" group. The subgroup was asked to think about how it can ensure that a DEI lens is used with all the watershed communities and what concerns they might have.
 - What as a Compact should our first step be? – Mark: bringing on SmithGroup and Urban Assets that have expertise and skillsets in this area. Ask this team of experts what they need from the Compact to be successful. Need to look inward to our own Compact members (networks, relationships, etc.) and figure out what WE can do, and develop a task list with our consultant.
 - How do we effectively apply a DEI lens? – Check out Madison's RESJ tool; design engagement to give access to a wide range of populations;

audit the diversity within Compact member groups – whether self-reported or collecting data; listen carefully to all voices in the groups, not just those of European descent; consider what the consultants have to say about this; we need to demystify and tailor training to the audiences; need to meet them where they are at on this journey so we can move forward and be intentional together

- Action steps – Samuel Pratsch asked how do we keep this work moving forward? How does the subgroup want to work with the consultant? Who is really responsible for developing and maintaining those relationships?
 - Responses: What level of engagement is possible for each stakeholder group at this point in time? Where do we prioritize our time? Pratsch explained that UWEX summarized that feedback which was shared earlier and will get captured in a final report. That report will then be submitted back to the subgroup as its recommendations on key audiences and levels of engagement. Let's look at the original 14 actions and decide what needs to happen going forward. We have mechanisms in place for ag, municipalities, etc., so let's not reinvent the wheel on things we already know we're going to continue doing. Don't the levels of engagement have to deal with the recommendations of the Compact? There is the theoretical that we want to listen to everyone and have everyone involved, but there are 14 recommendations we should be focusing on. We don't yet know what needs to be done since we haven't yet assessed those points of intersection. We have too much on our plate to be able to do anything really well. There is both a short game and a long game.

Subgroup Recommendations

- Address the gap in baseline DEI data
- Identify a liaison to the Ho-Chuck Nation
- Work with SmithGroup and Urban Assets to create a roadmap and task list for moving these efforts forward.
- Leadership will process the subgroup's input and meet to talk through next steps. How can we diversity power across all our communities?