

**Public Engagement Subgroup
UWEX-facilitated Meeting #2
September 29, 2020
3:00 – 5:00 p.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: Sharon Lezberg and Samuel Pratsch, UW Division of Extension (UWEX)

Lead or Spokesperson: Carolyn Clow

Recorder: Sarah Dance

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:

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

Anticipated Meeting Outcome:

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

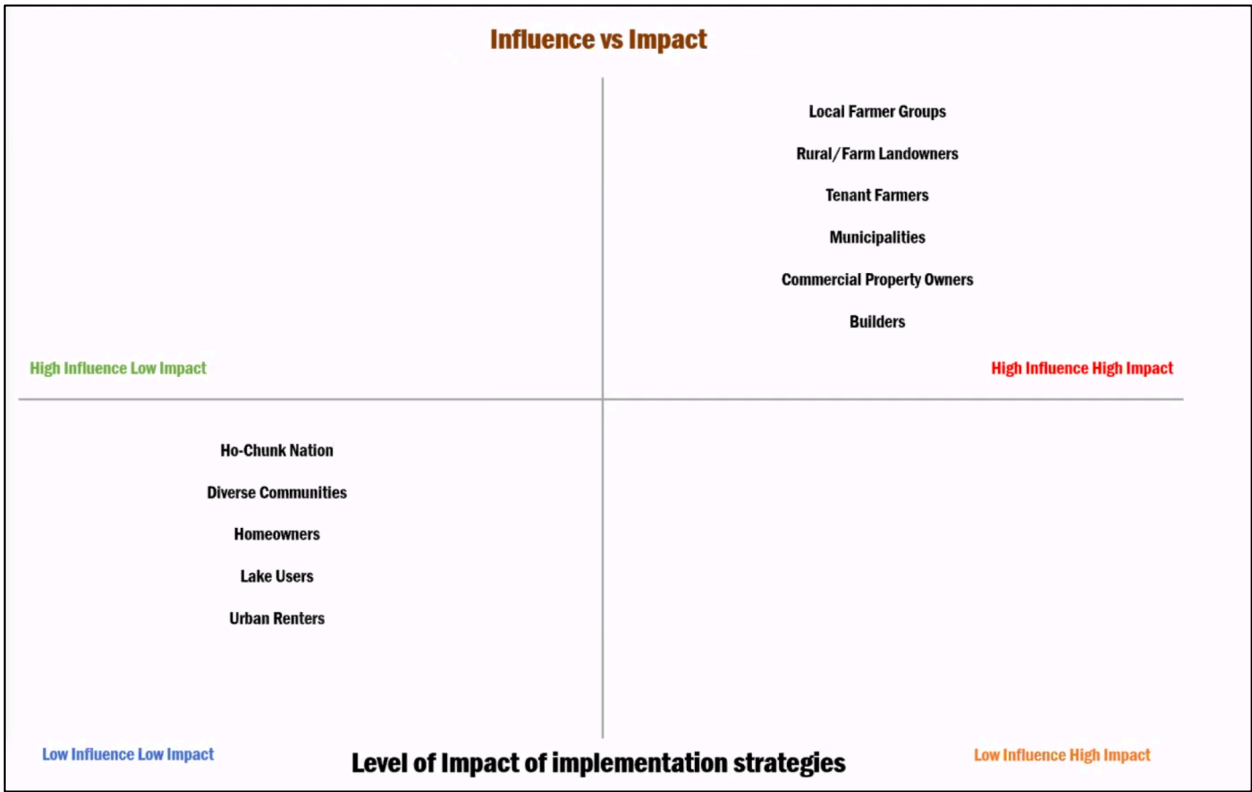
Check-in & Overview of Meeting

- Clow (chair) convened the meeting at 3:00. It was noted that a couple members are expected to arrive late because of a local racial justice summit ending at 4:00.
 - Introduced Melissa Huggins, principal at Urban Assets and subconsultant for SmithGroup (melissa@urbanassetsconsulting.com).

- ACTION: Draft summary notes from the 9/23/20 meeting were reviewed and accepted.
- Lezberg reviewed the working agreements; subgroup charge; overview of meeting design flow; agenda; and anticipated outcomes. [Slides linked here.](#)
 - Objective is to create a fluid outreach plan for diverse stakeholder groups that can be shared with the consulting group. Plan will include an identification of key audiences, level of involvement and promise for each audience, and who/how/when to engage.
 - Reviewed behind-the-scenes preparations, including development of interest/impact graphs and related assumptions. All assumptions will be checked during the meeting. (Note: After small group discussions during Meeting #1, the level of engagement changed for almost all groups.)
 - Focused on the “how” and “when” of engagement as it would relate to the scope and timeline of the project.
 - Reviewed prior meeting (9-23) outcomes:
 - Too many stakeholder groups for us to involve at high levels
 - There is overlap/intersection among these groups
 - Uneven level of engagement currently

Summary of “Interest/Impact” Stakeholder Maps [Slides linked here.](#)

- Pratsch presented an Interest/Impact Stakeholder Analysis graphically illustrating the level of impact each audience has on lake water quality. The analysis showed who is affected by lake water quality, and who will be impacted by the recommended strategies. See “Impact on Quality vs. Impact on Use” and “Influence vs. Impact” charts below.
 - Tye: There is an opportunity to move a group from low to higher influence through strategies that empower those groups. Compact can serve as a users’ guide on how to accomplish that.



Breakout Rooms Discussion & Large Group Synthesis

Break-out Group	Link to Google Doc response sheet
1: Farmers	Breakout Room 1 - Farmer Groups
2: Municipalities	Breakout Room 2 - Municipalities
3: Builders/ Commercial Property Owners / Homeowners	Breakout Room 3 - Builders, Commercial Property Owners, Homeowners
4: Ho-Chunk Nation; Other diverse watershed communities	Breakout Room 4 - Ho-Chunk Nation & Diverse Watershed Communities

Breakout Room 1 - Farmer Groups, Rural Farmland Owners, Tenant Farmers

(Tye, Minks, Riedel, Pratsch)

- Reaching out to **agronomist** is important - farmers trust them and good to engage them within our time constraint
- Considering broader issues to set the stage for farmer engagement (i.e., invasive species, farm profitability)
- Having more, smaller meetings in different parts of the watershed may yield better outcomes than larger and fewer meetings for farmers
- Interesting connection to listening to podcasts while working in the field
- Drive-by field days may be a way to engage with farmers. Ideal time to meet is January-March.
 - Would farmers be open to Zoom meetings during this period of time? A: Maybe, but Zoom meetings are time and bandwidth consuming for rural communities
- A lot of farmers are introverts or distrustful of government, so an agronomist may be a better option to engage a wider diversity of farmers
- Consider using media like Fabulous Farm Babe, and Yahara Pride Farm's Forward Farmer publication
 - <https://www.midwestfarmreport.com/fabulous-farm-babe/>

Breakout Room 2 - Municipalities

(Clow, Griffin, Rupiper, Lauber, Lezberg)

- This represents a more clear-cut group compared to some of the other audiences
- Need to engage municipalities all along development to gauge feasibility
- Promise: co-create solutions with municipalities

- Towns and Cities/Villages Associations have meetings and newsletters that can be used to help with outreach
- Love the idea of communicating “success stories” rather than just data points
- Reasonable and feasible policy options
- Helping people understand immediate, delayed, and long-term actions that can improve water quality
- When we say municipalities, are we talking staff or policy makers? A: Both need to be considered. It is highly dependent on a municipality’s local politics, power structure, individual interests and passions about getting involved.
- Utilize MAMSWaP and Yahara WINS
- There will need to be a source of information (e.g., place) where municipalities can go to get information that impacts decisions. Without this information, municipalities won’t know to ask.
- Need to know what should be implemented and the price tag
- Forum idea:
 - Communities talk with each other and ask questions; share how this is being done elsewhere. This information may need to be shared more than at a once/year annual meeting.
 - Share stories of success. How have various municipalities succeeded with this issue? Need a venue/mechanism for this.
- Is there a way for municipalities to actually be a part of the Compact to improve collaboration?

Breakout Room 3 - Builders/ Commercial Property Owners/Homeowners

(Dance, Huggins, Dearlove, Gorby)

- Each of these groups could be broken down into subgroups. For example, homeowners with property on and off the lake, or by size of property. For builders, that group can be broken down into developers and contractors. Each has a different level of influence and potential impact.
- Add institutional property owners with commercial
- Developers (builders) have more influence, so they may warrant more interaction and involvement
- Should distinguish public engagement that is needed for “developing” the plan vs “implementing” the plan
- For some groups/level of engagements, we will need a draft plan or draft recommendations that they can react to
- For builders/developers, they may warrant a higher level of engagement during the development of the plan. We get this from Builders Association participation in the Compact. Lots of socioeconomic issues to consider for this group as well.
- Clow: The development issues are very hard for smaller municipalities to manage. Developers are generally much more savvy than the municipal staff, and it's difficult to enforce rules when there are advantages to increasing equalized value through development.

Group Exercise – “Breakout Room 4” – Ho-Chunk Nation & Diverse Watershed Communities (Dance)

Audiences:

- Ho-Chunk Nation (government vs community)
- Need to differentiate among diverse watershed communities for purposes of outreach/engagement strategy. Intersectionality is also important.
 - Urban Native Community
 - Hmong Community
 - Black Community
 - Hispanic/Latinx Community
- Be intentional in outreach (more so than in past efforts). Be aware of impact on populations that may have little political power. Be aware of disproportionate impact.

Level of Engagement:

- Build relationship and inform.
- What are the benefits of hearing their use, needs, desires around the quality of the lakes?
- Consider an iterative approach to public engagement with regards to impact. Regularly revisit who is impacted as strategies evolve, and look particularly to understand if we are hearing from these populations as they are being impacted.
- Use the lens of DEI to ensure our recommendations help, not harm diverse communities
- We can't consider all aspects of use (PFAS, mercury) because that is outside the scope of this project.

Promise made

- Ho-Chunk Nation: We acknowledge that we have not built relationships and respected the role of the Nation as caretakers of the lakes.
 - We promise to inform the Nation about plans made through Yahara CLEAN with clear & transparent information
- Underserved Communities: We acknowledge that all people should be able to enjoy our lakes and that poor water quality is of concern to all.
 - Many residents are not included in decision-making around lake quality
 - We promise to find ways to engage with diverse communities and to develop relationships; we can work toward a collaborative relationship to improve water quality and access
 - Make information community-specific by involving them more in these finer-detailed solutions being proposed
 - We promise to use an equity lens to consider impact to various communities, within the scope of the project (E. coli, phosphorus).
- We promise to provide clear and transparent information about lake quality (benchmarks, data), what we are doing to improve the lakes, and what strategies can be implemented.

- In building a relationship, be clear about the degree of promise. We are listening to your concerns. The Compact may not be able to address a particular issue. Control for what is on the table in these conversations.

When to engage

- Ho-Chunk Nation: It's up to the Nation as to if and when they want to engage
- Diverse Communities: Start right away by building relationships
- Start with inform (now/late spring); and then engage deeper (consult) later.

Specific 'asks' or information to be shared

- Ho-Chunk Nation: How can we partner to become better stewards of the lakes? With whom should we speak to consult about strategies proposed?
- Diverse Communities: How can we work together to build healthy fisheries, equitable access to lakes, and increases representation around decision making? With whom should we speak to consult about strategies proposed?
- Suggestions: Aaron Bird Bear, Director for Tribal Relations for UW-Madison & Extension

What are potential engagement strategies to use in the time of Covid-19?

- Many of communities are disproportionately impacted by COVID-19 and compounded inequalities - directly and indirectly
- Pause in order to be respectful of communities who are addressing racial issues and focus elsewhere right now.

Other notes:

- Considering the 'lens' - how are various pollutants impacting communities that are not being represented? Engaging voices around use, needs, and desires pertaining to water quality and access.
- Regularly revisit who is impacted as strategies evolve. Look to understand if we are hearing from these populations as they are being impacted.

Next steps

The subgroup will next meet on **October 30th (8:00-10:00 a.m. via Zoom)**. Focus will be on integrating the consultant in preparation for implementation of the public engagement work.