

SUMMARY NOTES
Yahara CLEAN Compact Steering Team
Friday, January 8, 2021
8:30-10:00 A.M.
Zoom

Attendance

Present: Anita Thompson, Anne Baranski, Kyle Minks, Carolyn Clow, Coreen Fallat,, Greg Fries, Kelly Hilyard, Jake Vander Zanden, Mark Riedel, Matt Diebel, Martye Griffin, Mike Rupiper, Renee Lauber, Richard Lathrop, Ruth Hackney, Sarah Dance, Tom Wilson, Tricia Gorby, Kathy Lake, Katie Hepler, Janet Schmidt, Chad Lawler, Alison Lebwohl, Paul Dearlove, Luke Wynn, James Tye, and Karin Swanson

Anticipated Outcomes

- Shared understanding of Compact member perspectives, assets and big ideas
- List of observations and implications for the Compact

Welcome & Check In (Chaired by Mark Riedel)

- Meeting convened at 8:31 a.m. with a minute of silence in recognition of the recent domestic assault on our nations's Capitol and resulting loss of life.
- Reminder that the next virtual meetings of the Steering Team and Executive Committee are scheduled for 2/12/21. Advanced notice was given that we will not have Steering Team and Executive Committee meetings in August (draft plan release timeframe), and the September meeting is moved from 9/11 to 9/17. These changes will be reflected in updates to the Google Calendar invites.
- ***Summary notes of the December 11, 2020 Steering Team meeting were unanimously accepted as presented, and with no requested changes or edits.***
- Meeting notes continue to get posted to the Yahara CLEAN webpage and can be found in the shared Google Drive folder: <https://drive.google.com/drive/folders/1-BD-1Aup9SViTIXIxyGadHoDVMmDB1N?usp=sharing>. The folder also includes the latest updates to the Compact Decision Tracker and financials.
- Anita Thompson and Karin Swanson were introduced. Anita is Chair of the UW Nelson Institute's Water Resources Management Program. Karin is on the Clean Lakes Alliance team and will be joining occasionally to document some of the work we are doing to share with the public. Compact designees were encouraged to continue updating their own networks and leadership on our collective activities and progress.
- Any members who had not yet fulfilled their outstanding, financial-contribution commitments were urged to do so as soon as possible. We are operating under a tight budget and all dollars are allocated for 2021.
- Working agreements and facilitator rules were reviewed. After a year of work, members were invited to propose changes based on what is or is not working. No changes were requested.
- A moment was then taken to look back and appreciate how far we've come, to offer thanks for contributions by various participants, and to request any changes to our

process as we move ahead. This group did a lot of work and went through a lot together in 2020. We defined our work and how we wanted to do it, learned about lake science and each other, and hired experts to conduct public engagement, identify potential strategies, and draft the plan. We did all this on Zoom and in a pandemic.

- Agenda overview: We will hear five, short Pecha Kuchas from team members about their organizations, including assets, networks, perspectives, and big ideas for the updated plan. Small group work is planned to capture ideas arising from those presentations. We are learning about each other through the Pecha Kuchas, gathering insights, and building relationships. This lays the foundation for the hard, important work that we will do together later this year to identify and evaluate recommended actions.
- Brief updates:
 - *SmithGroup (Dearlove)* – A considerable amount of work is happening behind the scenes and outside of the monthly Steering Team meetings. Members were encouraged to read the summary notes that get shared to track the work that is coming out of the Executive Committee and subgroups. SmithGroup is taking information and recommendations coming out of all our Steering Team and subgroup meetings for public-engagement and plan-development purposes. A 2021 work plan is being presented and discussed at the Executive Committee meeting to follow. These details will then be shared with the Steering team. Finally, members were reminded that planning efforts of this type, magnitude and complexity typically take three years to complete, but that we are essentially trying to do it in two.
 - *Messaging (Hepler)* – Hepler, Tye and Fallat are working on a Compact messaging strategy and some basic content. They are looking at how we can start educating influential stakeholders (as identified by the Public Engagement Subgroup) who have varying degrees of awareness and understanding. This includes drafting messaging content related to the science in coordination with the P-Loading Subgroup. The goal is to drive awareness about the lakes and our challenges early, thereby making it easier to get buy-in when we come out with big action recommendations later.
 - *P-Loading Subgroup (Diebel)* – The subgroup is now meeting approximately every three weeks. They are operating under an aggressive goal of finalizing the information needed for a State of the Science section in CLEAN 3.0 by March 1st. This includes building on the fundamental water quality concepts document so it includes more details on progress to-date and recommended frameworks for needed actions. At the last meeting, subgroup members discussed and reached agreement on phosphorus targets and generally where and how to focus reduction efforts. Next, members will discuss the various metrics we use to track progress. The current plan is to come to the February Steering Team meeting to provide an update and get feedback.

Pecha Kucha Presentations: Compact member organizations' perspectives, assets & ideas

When we did our mapping exercise in February to identify desired outcomes, we highlighted community action and culture change that centers on a love of the lakes. It is

the power of this extraordinary coalition that will generate that action and change. We continue to consider the assets and opportunities that our member organizations bring to the table. The point of the Pecha Kuchas is for all of us to learn about our unique strengths, roles, synergies, perspectives, and ideas as partners and collaborators. February presenters were reminded to submit their pre-recorded talks at least a couple days prior to the meeting date. Member groups presenting:

- [UW Division of Extension](https://drive.google.com/drive/u/0/folders/1N7eBikeQfjLrmEWZIQE7m8gm4N0FnLEw)
(https://drive.google.com/drive/u/0/folders/1N7eBikeQfjLrmEWZIQE7m8gm4N0FnLEw)
- [UW Nelson Institute for Environmental Studies](https://drive.google.com/drive/u/0/folders/1N7eBikeQfjLrmEWZIQE7m8gm4N0FnLEw)
(https://drive.google.com/drive/u/0/folders/1N7eBikeQfjLrmEWZIQE7m8gm4N0FnLEw)
- [UW Center for Limnology](https://drive.google.com/drive/u/0/folders/1N7eBikeQfjLrmEWZIQE7m8gm4N0FnLEw)
(https://drive.google.com/drive/u/0/folders/1N7eBikeQfjLrmEWZIQE7m8gm4N0FnLEw)
- [REALTORS Association of South Central Wisconsin](https://drive.google.com/drive/u/0/folders/1N7eBikeQfjLrmEWZIQE7m8gm4N0FnLEw)
(https://drive.google.com/drive/u/0/folders/1N7eBikeQfjLrmEWZIQE7m8gm4N0FnLEw)
- [Dane County Towns Association](https://drive.google.com/drive/u/0/folders/1N7eBikeQfjLrmEWZIQE7m8gm4N0FnLEw)
(https://drive.google.com/drive/u/0/folders/1N7eBikeQfjLrmEWZIQE7m8gm4N0FnLEw)

Compact Members: Perspectives, Assets and Ideas (Small Groups & Large-Group Report Out)

Questions considered in small-group discussions

1. What stood out?

2. What ideas does this suggest for the Compact?

(Feedback categories: Science & Community Action; Public Engagement; Funding; and Messaging)

- **Group 1 (Riedel, Wilson, Thompson):** We are a unique coalition with a range of unique perspectives and resources to offer. How do we bring the best assets and capacities of each group to bear on the project? How do we plan messaging DURING the process so we can hit the ground running when CLEAN 3.0 is ready for implementation? There is an appetite for bigger and bolder initiatives than done in the past. What sorts of homeowner incentives can we utilize to encourage change at the property lot level? UWEX participation and inclusion needs to be in the plan.
- **Group 2 (Tye, Rupiper, Hackney, Gorby):** There is an amazing breadth of expertise and assets available to us given the diversity and inclusiveness of the Compact. How do we coordinate and keep the momentum going after a final plan comes out? We should continue to meet in some fashion and possibly utilize the Clean Lakes Alliance Community Board as assembled stakeholders. Seeing progress keeps people at the table. Would like to learn more about grassland agriculture that was brought up by UW Nelson Institute. Our group should be looking at funding strategies that the public can get behind to pay for the lake-cleanup work. We also need unified messaging. The fact that many Compact members are involved in education can help with public engagement.

- **Group 3 (Hepler, Lauber, Griffin, Swanson):** Our Compact members have different focuses but there is a lot of overlap. The strengths of the Compact include its foundation in the hard sciences, its capacity for outreach and ongoing scientific research, and its intersection with the social sciences (people, properties and businesses). This will help us reach out to diverse interests, come up with effective “carrots” vs. “sticks” to entice action, and offer a range of solutions rather than a one-size-fits-all approach. Liked how the Realtors Association included inspectors and title companies. UW has lots of resources in terms of funding and outreach. They also have projects happening in other parts of the state that can provide us with ideas and best practices. All our Compact organizations have connections to other groups. This provides a strong base for outreach and affecting large-scale behavior change when we act together. For example, the Realtors Association has a lot of direct contact with homebuyers who can be receptive to clean water messaging.
- **Group 4 (Schmidt, Dance, Minks, Lawler):** UW brings a lot of diverse resources to the table, especially with respect to research and outreach, that we should continue to tap into to avoid having to reinvent the wheel. Three main groupings in the Compact: Research and science; municipalities and regulatory agencies; and stakeholders. It’s important to work together so that the science can inform the regulations and how to most effectively get the needed buy-in from stakeholders. Public stakeholders need to understand and see that their input is valued and considered. Working collaboratively without assigning blame is a strength of the Compact that we will want to leverage to build public buy-in.
- **Group 5 (Vander Zanden, Lake, Clow):** Enjoyed learning new things about organizations that we thought we already knew. Lots of diverse stakeholder views represented. Discussed the Realtors Association enlightening notion of: “If the benefit doesn’t outweigh the cost, don’t suggest it.” Liked the practical nature of that notion, but also recognized that simple cost-benefit approaches can overlook external constraints and drivers (i.e., regulations). Valuing water quality is a challenge when you consider the diversity of peoples opinions, interests and experiences. For public engagement, let’s find ways to leverage existing relationships as part of our effort to involve underserved communities.
- **Group 6 (Fries, Fallat):** Interesting point made by the Realtors Association that they were trying to meet a market demand. Discussed the possibility of trying to steer that consumer demand with education or a social marketing campaign to be more protective of water quality rather than having to react to it. The Realtors Association and Towns Association articulated a common “cost-benefit” theme. Financial considerations for what to include in a cost-benefit analysis are complicated. The solutions are going to cost money. How do we balance that fact with requests to stay cost-effective or low-cost? UW Nelson Institute offers issue briefs that might be a good resource for our outreach. How might we use housing market statistics? How do the realtors and builders work together and use comprehensive land-use plans and decision-making?
- **Group 7 (Diebel, Hilyard, Lathrop):** Notable comment from the Towns Association related to avoiding the “blame game,” especially as it relates to agriculture. Discussed that we can acknowledge the fact that agriculture is a significance contributor of phosphorus to the lakes without assigning blame. There is an opportunity to re-frame the contribution of agriculture and the fact that we need farmers to be successful. UW research gives us a serious leg up in understanding the problem and evaluating

potential solutions. Need to justify big money from all stakeholders to implement actions in rural areas where the biggest potential for improvement exists. The Towns Association can help in reaching out to and working with rural landowners. In terms of messaging and politics, consensus sells.

Close

Our plan is to close out the Pecha Kuchas at the February 12th Steering Team meeting (8:30-10:00 a.m. via Zoom). Members were reminded that the Executive Committee meets immediately following each Steering Team meeting. Meeting ended at 10:00 a.m.

SUMMARY NOTES
Yahara CLEAN Compact Executive Committee
Friday, January 8, 2020
10:10-11:10 A.M.
Zoom

Attendance

Present: James Tye, Paul Dearlove, Luke Wynn, Alison Lebwohl, Coreen Fallat, Greg Fries, Matt Diebel, Kyle Minks, Mark Riedel, J Blue (SmithGroup), Cassie Goodwin (SmithGroup), and Martye Griffin (observer)

Anticipated Outcomes

- Shared understanding of work to-date; work in coming month; help needed by SmithGroup and Urban Assets; messaging effort; and P-Loading Subgroup deliverables
- Guidance and help offered for those same initiatives

Welcome and Check In (Chaired by Mark Riedel)

- Riedel convened the meeting at 10:12 a.m. Members were asked for any comments or questions relating to the prior meeting notes, financials, and timeline. There were no questions or comments. ***Summary notes from the 12/11/20 Executive Committee meeting were approved unanimously.***
- The financials had not materially changed since the last meeting. Dearlove reported that final invoices were being sent to try to collect on any outstanding partner/collaborator funding commitments. Our cash position is solid, and all pledged dollars represented in the budget are allocated.
- Lebwohl asked for any thoughts or comments on the Steering Team or Executive Committee process as we think back on the prior year and look ahead. Riedel said he liked the Pecha Kuchas, and suggested asking Steering Team members to take on low-time-investment tasks between monthly meetings to help keep everyone fully engaged.
- Agenda overview included check-ins on:
 - SmithGroup/Urban Assets work plan and timetable
 - Compact messaging
 - P-Loading Subgroup progress

Updates

Draft 2021 Work Plan Presentation (Blue/Goodwin)

Dearlove explained we were at an inflection point with the Compact as SmithGroup and its sub-consultants get onboarded and integrated as team members. We are also at the point of transitioning from ascertaining needs and member resources into the implementation of plan-development work. He said SmithGroup was invited to the meeting to go over a draft work plan for 2021 so the Executive Committee can understand and weigh in on proposed next steps.

Blue and Goodwin then presented a draft Ghant chart outlining prioritized action steps, status, and draft dates for getting our collective work completed. Responsible groups were identified for each action item. A more detailed timeline was presented through May in recognition that the second half of the year was still coming into focus.

- Existing knowledge – SmithGroup is now doing a high-level review of existing literature (plans, studies, surveys, etc.), and will be summarizing any significant findings and recommendations for purposes of incorporating into CLEAN 3.0. It will have a summary ready by next week. In addition, Urban Assets is evaluating several major public-engagement efforts related to the lakes and completed in the last 10 years. This is being done to see what stakeholder information has already been gathered as part of a larger gap analysis. It is intended to help shape the design of the stakeholder focus groups that are now being planned. It was noted that some of this work would benefit from having the help of a student intern. Dearlove said that Clean Lakes Alliance, using its own funds, will soon be hiring Sarah Dance as a part-time, paid fellow to assist with some of these types of support needs. Since the literature review is helping to shape the design of the stakeholder focus groups, the goal is to have it completed by the end of the month.
- State of the science and needed action frameworks – SmithGroup met with Matt Diebel, P-Loading Subgroup chair, and will be connecting with Dick Lathrop and Todd Stuntebeck to discuss the state of science around phosphorus dynamics in the watershed. The purpose of these one-on-one meetings is to confirm that the technical deliverables and key questions being addressed through the P-Loading Subgroup are fully understood and factored into the ongoing planning work. That includes knowing the size of the gap that needs to be closed, and bringing focus to the most salient actions (type, scale and targeting) needed to get down to our phosphorus-loading target. A summary memorandum will be prepared following these meetings, and SmithGroup hopes to have the change in loading and gap to the target quantified from the subgroup by February 5th. As for the salient actions needs, Riedel and Diebel each clarified that the subgroup will be able to offer guidance with respect to focus (i.e., late winter and early spring dissolved P) and practical feasibility by that early February date, but not recommendations or judgements on specific Best Management Practices (BMPs) which is not part of its charge. Goodwin acknowledged there will be a separate process for weighing factors such as economics, political considerations, and values when it comes to selecting and prioritizing specific BMPs. Tye cautioned we shouldn't let cost unnecessarily constrain that selection and prioritization process since that really depends on community will. Diebel confirmed that the P-Loading Subgroup should have its state-of-the-science deliverables completed by March 5th, and that the schedule appears to conform to SmithGroup's work plan.
- Messaging and outreach – SmithGroup plans to convert the P-Loading Subgroup's deliverables into infographics and other content that is readily consumable by the public. It wants to have that completed by late February. Meanwhile, Tye noted that he is working with Fallat and Hepler to develop some guidance on how the Compact can approach messaging. The objective is to turn what is known about the science into content that is easily understandable to the general public. Responding to a question about characterizing phosphorus-loading change, Diebel cautioned that there might be some issues using the last 10 years as a representative timeframe to communicate that

story. SmithGroup concurred and said it was flexible. Riedel recommended that our group focus messaging on the broader concepts. SmithGroup reiterated its graphic design capabilities and wants to make sure the Compact is consistent in its “branding” and how it communicates different concepts to the public.

- Stakeholder engagement – Urban Assets is in possession of the UW Extension report summarizing the Public Engagement Subgroup’s recommendations. Dearlove clarified that the report was approved as a flexible and adaptive planning and decision-making framework to help guide both pre- and post-plan engagement efforts. SmithGroup pointed out that a number of our critical stakeholder groups are represented by the Steering Team. Therefore, the opinions and input of Steering Team members will continue to be sought, including through additional one-on-one interviews. Feedback will also be used as a foundation for creating the stakeholder focus groups. All focus groups will attempt to accomplish two objectives: 1) vision and values testing; and 2) willingness to adopt various types of actions to help our lakes. Those focus groups are planned to begin around mid-February, but that can start with the Steering Team. Minks reiterated the importance of outreaching for agricultural groups before they get busy with spring planting.
- Adaptive lake cleanup plan – Using guidance coming out of the P-Loading Subgroup, a draft adaptive plan for achieving clean and healthy lakes will be prepared with help from LimnoTech. This will then be offered for review and feedback from the P-Loading Subgroup, the Steering Team, and others so a final plan can be developed.
- General public survey – An online survey will be used to perform “vision and values testing.” Urban Assets firmly believes that the best way to approach the public is through a survey. This would be separate from and in addition to the stakeholder focus groups. A survey tool will be developed for this purpose, and it is expected to be ready by late April.

Discussion

- Tye: Clean Lakes Alliance is partnering with WKOW to produce two, live, primetime TV specials about the lakes in place of the in-person Community Breakfast in May. The partnership also includes 10 mid-day segments to occur throughout the summer. There are coordination pieces to consider so we can effectively amplify the right Compact messages at the right time. That coordination piece includes messaging content to go along with the survey link that the Compact members can help push out. SmithGroup said it needed Tye to communicate what is known about the TV shows so they can be factored into the planning. Tye said he wants to use the TV segments to help promote the Compact even though they represent an organizational cost and endeavor.
- Dearlove: It might be helpful to determine two or three specific points on the calendar when certain messaging content needs to be pushed out by our members, and the specific outcomes we’re looking to accomplish as a result. This is needed for us to effectively plan Steering Team agendas and the nature of our “asks.” In addition, while most of our efforts are focused on reducing phosphorus, we must not lose sight of the beaches and *E. coli* aspects of the Compact.

- **Action Item:** Set up a communications meeting with SmithGroup, Urban Assets, and PR representatives from our Compact groups. Purpose of meeting is to determine plan for rolling out messaging, and how to utilize our various outreach channels. Tye will identify a person from each group to participate in the communications meeting to identify communication channels and timing of messaging content to be produced by SmithGroup.
 - Are we trying to ask for strategy recommendations from stakeholders? If so, we need to be careful how and when we communicate to farmers. SmithGroup noted that Michael Tiboris (sub-consultant with Wisconsin River Alliance) will be developing outreach questions for farmers. Minks and Fallat asked to be included in that planning as it relates to BMPs.
 - Tye: Will plan to get a list of Clean Lakes Alliance Community Board members to SmithGroup. Those members can help identify possible focus group participants.

P Loading Subgroup Update (Diebel)

There was more focused agreement than usual at the most recent subgroup meeting. Subgroup membership is now seeing the key issues more clearly. The subgroup reached consensus that the phosphorus-loading target established as part of CLEAN 2.0 does not need to be revised at this time. That decision was partially based on the premise that the subgroup will develop a future research agenda to be recommended as part of CLEAN 3.0. Diebel said he expects to be able to provide all the State of the Science deliverables outlined in the work-planning timeline provided by SmithGroup.

Messaging Team Update (Tye)

Tye presented a draft framework for how we can approach Compact messaging needs. It was produced in cooperation with Fallat, Hepler and Wynn. The document identified three audience tiers and the types of information that would be beneficial to communicate to the public. He expected to meet with Diebel first to make sure the team's interpretation of the science is correct, and then have something ready for the larger group's consideration by next month.

Close

Meeting ended at 11:10 a.m. Next meeting scheduled for February 12th with Greg Fries (city of Madison) chairing.