

# Madison East Side Water Supply Engineering Study 2010-11

- Organizing the Citizens Advisory Panel (CAP)
- Defining the Public Participation Process
- Desired Communications Elements

The following listed items represent a gleaning from comments recorded at an initial meeting of some twenty-three 'community advisors' held in the Water Utility's conference room on October 8<sup>th</sup>, 2010. The meeting was held to garner advice from people who had been involved in previous water utility projects where public engagement was a significant part of the project(s). Attendees included community people, City Alders, Water Utility Board Members, Water Utility Staff and Project Consultants.

## Organizing The CAP

### ***Make up***

- Was my CAP invited? Other CAPs?
- What is going to be done to ensure that less frequently heard voices are also at the table?
- Will the individual CAPs be part of East project?
- Anyone who purchases water from the Madison Water Utility
- Diversity in age group and gender (youth, middle age, seniors)
- Open first to previous CAP members, then all public, followed by geography if too many are interested.
- Ethnic diversity (reflective of the neighborhood)
- Aldermanic District(s)
- Every neighborhood should be represented or, at least, should be invited (an effort made)
- Expertise
- Some tech or science
- Neighborhood based

### ***Formation***

- What does the CAP look like?
- How will Citizen Advisory Panel be formed?

### ***Logistics***

- Where will the meetings be held?

### ***Commitment***

- How many meetings should participants expect?

### ***Technical***

- How will we decide Technical Criteria?

### ***Commitment***

- Dedicated to participate
- Interested in the project
- Lasting interest
- Able to make time and effort commitment
- Some “just interested or concerned

### ***Geographic relevance***

- Well service area
- Geographical

### ***Community Based***

- Interest in community service/volunteer activities
- Neighborhood Association Representative
- Include PTAs, business associations, neighborhood associations, environmental groups, etc

### ***Representation***

- Geographic, elected officials, water resources
- Water non-profit groups
- Minority representation
- Economic class diversity
- What gives a few engaged residents the authority or knowledge to represent all citizens?

### ***Interests***

- Interest in community service/volunteer activities
- Range of expertise/perspectives – public health, conservation, neighborhood interests, elected, private citizens, etc
- Business representative

### ***Recruitment***

- Mail to everyone in an identified area, self-select
- Identify key partners and invite them
- Develop alt members to share duties

### ***Skills***

- Members need to have an interest in both the subject and the process
- Need to have strong NA communicators (Don't just come to meetings & go home)
- Legal expertise

### ***Balance***

- Balance of narrow well stewards and bigger umbrella approach
- Equal representation of areas involved
- How will opinions of west side residents weigh against east side residents? How will this factor in the make-up of the CAP(s)?
- Balance of city-wide vs. solely east side members

### ***Outreach***

- How do we support people on the CAP in doing outreach to their communities?

### ***Consensus/Agreement/Disagreement***

- How do we deal with disagreement?
- How do we reach consensus?

## Defining the Public Participation Process

### ***Involvement***

- How will more citizens be involved?
- How involved do folks want to get?
- How do we make meetings fully accessible? time, place, childcare, etc.

### ***Who***

- Who will participate?
- How will you (get) diverse public input?
- How can we engage more than the “usual suspects”?
- How do we engage and recruit businesses to become part of the process?
- How can we engage non-English speaking communities and other underserved communities?

### ***Omissions***

- What if we find out halfway through that someone who should have been here wasn't?

### ***Expectations***

- What are the public expectations of the project?

### ***Input***

- How can we better get input from residents about water concerns on the east side?
- What is the public expected to bring to the process?

### ***Low Turnout***

- How to get public involved in area with few residential areas for well siting? (PZ4)
- How will water utility respond to low turnout at public meetings?

### ***Participation Opportunities***

1. Public Workshops
2. Project Website; Interactive with blog
3. Neighborhood meetings
4. Sharing questions asked with everyone
5. Additional roles and responsibilities of staff
6. Web sites
7. Topical educational meetings
8. House parties
9. Open meetings
10. Project Kick-Off meeting
11. Project walk-through; check public meetings on site
12. Public Comment meetings
13. Open Houses
14. Feedback Cards
15. Surveys
16. Others
17. List Serve
18. Face book page for each well
19. Videos of presentation on website
20. Pay attention to when you think you are on the spectrum
21. Water Quality Manager should be in the mix, not an add-on (
22. Public Information

## Desired Communication Elements

### **What information is it important for you and your neighbors to receive from the Water Utility as we proceed on this project?**

- Bullet points about the impacts on the community
- Budget
- Timeline(s) of project
- Milestones accomplished
- Make public overarching CAP
- Purpose/objectives/goals
- Reason for Cap
- Methods for feedback
- What impacts to people –water quality, cost
- Costs
- Need for the project

- Highest quality data, pure data both interpreted and raw data, supporting data
- Contact info for CAP members
- Where the project is along the timeline
- Assumptions
- Role of the CAP

**What types of communication work best for receiving the information?**

- Media stories, neighborhood workshops, websites
- Media – print & broadcast
- E-mail/websites
- Variety of mechanisms & details
- Postcards
- Meetings – verbal
- Newsletters
- Specific information on health impacts for vulnerable populations. Daily business of the Water Utility
- E-mail
- Website
- Letters rather than postcards
- Broad approach – greater public study/who/what. Specific approach for engaged/ interested and geographically impacted
- At least 3 forms of communications: mails, email, website, meetings, website/blog, interactive
- List serve
- Neighborhood associations
- Lay person terminology

**Criteria and guidelines for posting citizen comments to the MWU Web site**

- No personal attacks
- No foul language
- No personal attacks or accusations
- Allow attachments (studies, etc)
- No profanity
- Relevant to topic
- Area for CAP member discussion that is public or not public?
- NONE, simply post as citizens comments, easy for citizens to post comments
- Allow discussion between posts (blog)
- Encourage questions

- Public law: City attorney + citizen information
- Moderated – public section. Not moderated – private section
- How will content of comments be organized or sorted? Topic area? Project focus?
- Anonymous?

***Compiled by Bert Stitt, public engagement consultant to the Madison Water Utility  
East Side Water Supply Engineering Study of 2010-11***