

# **Groundwater Collaboration Work Group Communication Subgroup Notes December 16, 2015**

**Attendees:** Tom Bauman, Devina Bonness, Kyle Burton, Andrew Craig (via phone), Tom Davenport, Sara Geers, Callie Herron, Casey Jones, MaryAnne Lowndes, Jodi Parins, Russ Rasmussen, Toni Reali, Andrew Savagian

## **Summary of Homework Assignments**

- Andrew Savagian will distribute a draft of the notes for review
- Work group leaders (Kyle Burton, Andrew Craig, Casey Jones) will go back and work with their group members to rank the recommendations
- Andrew S. will work on a template for recommendations & template of report document
- Andrew S. will work with DNR web staff on draft web pages
- Tom Bauman will check on developing GovDelivery for work group effort
- Tom Davenport will get Russ Rasmussen USEPA list of folks to reach out to
- Russ R. will discuss with DNR administration possible news release discussing progress of work group; would update work groups; release could include GovDelivery link for sign up (if ready)
- DNR staff will schedule remaining work group meetings in early 2016

## **I. Introduction/Agenda Repair**

## **II. Purpose**

**Draft Purpose Statement:** To discuss how to take the recommendations/items from the work groups and determine how best to communicate/reach out to our key stakeholders, audiences, etc., so they receive the information in an understandable and accessible way.

Casey Jones: Does this group figure out implementation of the communication recommendations?

Sarah Geers: We've split these into different groups, different audiences, but it would be helpful to discuss in this group how to submit the final document, what that will look like and how to communicate the recommendations;

Devina Bonness: It would be helpful to discuss how best to address communication to specific local audiences

Jodi Parins: This group should also discuss the general communication about the work group credibility, and the ability to communicate what the work group and DNR have been doing, i.e. idea that we're finally at the table and there's real discussion happening.

Sarah G.: I also think we need to discuss how to communicate to public how these issues will be addressed that are DNR specific

**Group reviewed, discussed and approved draft purpose statement.**

### **III. Specific Recommendations to Address**

- Kyle Burton – Short-term Solutions Work Group: Completed meetings, have approx.. 19 draft recommendations
- Casey Jones – Compliance Work Group: Completed meetings, have approx. 33 draft recommendations
- Andrew Craig – Sensitive Areas/Best Management Practices: Still meeting, have approx. 65 draft recommendations

Compliance Work Group – also developed some communication recommendations, including communication plan for public regarding CAFO compliance and enforcement activity; development of an on-line system for all CAFO information; development of comm. plan for landowners/renters of farm property

### **IV. Priority**

Group had a good discussion about how to prioritize and role of the communication group in prioritization; should work groups rank high or low for the items that had 100% agreement; rank the next levels of voting all the way down

Jodi P.: Each group did their own discussion, discovery and consensus

Kyle B.: We could do that for the short-term group, even though there were all 100% consensus, send it out via email to rank 1-19

Group agreed all team members should be able to rank them; the key will be how to communicate to work group members so they understand how to rank; for example, in the short-term work group, the question would be: “Ranked from 1-19, how effective would these recommendations be as the most beneficial effect in the short-term?”

Kyle B.: Want to make sure we don’t lose some of those items that are not necessarily going to be ranked high but are still important.

Jodi P.: What about a four square? High-ranking, low effort. You could rank them that way.

Sarah G.: We can footnote how each of these work groups came up with these recommendations in the final document

Team leaders go back, ask workgroup members to rank, send results to larger group

**Group agreed that workgroup leaders would:**

- **work with members to develop the list;**
- **have members rank those recommendations that had 100% agreement;**
- **use a 1-5 ranking (5 being highest) for each recommendation; and**
- **base it on the groundwater quality benefits specific to work group's scope and purpose**

**V. Approach (Who/When/How)**

Group discussed plans on how to communicate the recommendations and priorities to public and key audiences

Russ Rasmussen: This group should talk about the overall structure

Jodi P.: We've now concluded discussions from two of the work groups, need to comm. the progress of this group. Plus we've already had four meetings of the BMP workgroup. We should be communicating that, and that we've all come to the table and are working together.

Sarah G.: This group works on comprehensive document come out of this work group, sort through priorities, which ones go to which organizations, etc., what comes from them

Group discussed the following communication tools & audiences.

Comm. tools

- news release/newspapers
- DNR GovDelivery (e-newsletter)
- web sites
- social media
- letter to key stakeholders
- county extension Facebook page?
- UW-Extension newsletter
- Ag Media/Ag Radio
- emails
- WI Land & Water database
- in-person meetings

Audiences

- Groundwater task force
- County boards
- MEA
- CW WI
- CWA Council
- UW County Extension Ag Agent
- Well drillers/pump installers
- Manure haulers (statewide mtg. January 26-27 WI Dells)
- Certified Crop Advisors
- WI Counties Ass. & WI Towns Ass. (+ local chapters)

- WI League of Muni's
- EPA
- PDPW
- Certified bacteria laboratories within WI (50)
- WI Ass. of professional ag consultants (WAPAC) (statewide mtg. March 10-11)
- County and state health departments (WALDAB)
- state agencies, legislators, etc.

Jodi P.: Need to communicate to folks the progress of this work group and where we're at: where we are at and where we're going now. Cross functional, cross agency, people have come together and get some quotes from folks. DNR should put it together.

## **VI. Next Steps**

Russ R.: Report comes out, make sure we plan to communicate the plan to folks

Andrew C.: We have a January Sensitive Areas/Best Management Practices meeting

Tom Bauman: You're still going to need to meet after that regardless

### **Group agreed next steps will be:**

- **rank the recommendations per work group;**
- **meet again in early 2016 to discuss recommendations, final report format and next steps (possible same day as Sensitive Areas/BMPs work group meeting, set for January 21, 1-4:30 p.m.);**
- **develop web page to provide information on all work groups; and**
- **work with DNR on possible news release communicating progress**