

# Recruiting Umbrella CAP Members

From 22 November CAP Meeting

## ***CAP Membership Number and Participant Representation***

- **Number of Members**
  - 12-15 members
  - Number 10-12
  - Members 15
  - 12 members
- **Geography**
  - Each neighborhood association
  - All neighborhoods should at least be invited (encouraged)
    - East Morland Community Association?
    - Eken Park NA?
    - Marquette NA?
    - Worthington Park?
    - Carpenter Greenway?
  - Geographic representation → all neighb. & schools represented
  - Geography 80/20 Eastside/City as a whole
  - Representative should be primarily Eastsiders, in addition to folks w/ expertise
  - GEOGRAPHIC  
I agree that a majority of the CAP should be from the area served. However, we need to remember that all customers will pay for this, so there is a need to have several from the west side
  - Neighborhood voice
  - Neighborhood Assoc.
  - Mostly in affected
  - Most important for people to be invested not location related
  - Geographic locations
  - Marquette NA, Tenney Lapham NA, Sherman School area NA, Eastmorland NA s/be represented
- **Expertise**
  - Expertise — Planner, Architect, Sustainability, Location —
  - Non-profit water conservation member
  - Business owners
  - Musicians & Arts Folks
  - Local businesses
  - Expertise on aquifer  
expertise on effects of pumping wells — pressure zones —
  - Good communicators
  - Publicity experts
  - Civil engineer
  - Water quality
  - Friends of Starkwesather
  - Business Assoc.
  - PTA / schools
  - Public Health representation

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- Critical thinkers
- Hydrology
- Neighborhood organizing & communication
- Residential / commercial development and zoning
- Committee process
- Communications
- Sustainability
- A public health professional
- Someone w/ a commitment to the environment who will balance temporary financial advantage over long-term environmental harm
- Recruit business owners in affective areas
- Someone with toxicology expertise
- Other Criteria
  - Attempt to contact major water users
  - Businesses that depend on water
  - People of color
  - Youth or small groups of youth with on representative
  - Define all houses that gets it's water from the affective wells (Define all houses that get their water from affected wells?)
  - Ald. Larry Palm
  - Define what is the challenge Eastside water umbrella CAP is trying to solve so we can recruit the right members
  - More rall / class diversity reflecting eastside neighborhoods
  - An interest / concern for citizenry of Madison as a whole
  - All who use water for drinking, hygiene, sports, business, etc.
  - Type of work
  - Assessment of environmental standards
    - Contaminants
    - Whether "mingling" is viable solution
  - Include members from more diverse background, under-represented groups that drink the water but haven't have had a say in what happens.
  - Umbrella CAP should have alders, MWU Board members, & participants of previous CAPs as members or advisors

### **Recruiting**

- There is no evidence on the Water Utility Web site that these meetings are taking place
- Conversation with Water Utility to promote this project
- Hesitation was a matter of waiting for this CAP to get going, to get input from the CAP about how best to do that.
- How do we publicize this project?
- The public needs to know that this project is happening
- Basic meeting announcements need to be on Site
- Madison Water Utility can be an aid in recruiting CAP members