

*DRAFT / FOR REVIEW AND IMPROVEMENT ONLY*

**Madison Water Utility**

**Engineering Services for  
East Side Water Supply  
Planning and Project Development**

**Umbrella CAP  
Formation Committee & Inaugural CAP Meeting**

**November 22, 2010**

**Evjue Room  
Goodman Community Center  
149 Waubesa Street  
Madison, WI 53704**

**Report**

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### **Introduction**

This meeting was scheduled as the inaugural meeting of the Umbrella CAP (Citizen Advisory Panel) for the Madison Water Utility's (MWU) Engineering Services for East Side Water Supply Planning and Project Development. The November 5<sup>th</sup> meeting of the Umbrella CAP Formation (organizing) Committee left a number of organizational details unresolved so this meeting included conversations to further the formation of the CAP and to begin the work of the CAP.

### **Overview of East Side Water Supply Project**

**Al Larson provided a brief description of the Madison Water Utility's Engineering Services for East Side Water Supply Planning and Project Development. The objective of the project is to come up with a capital improvement program for the east side that is a refinement of what is in the master plan, a list of projects that will lay work for the next 20 years.**

### ***Reflection / Q & A: What did you learn?***

Reflecting on the overview, participants engaged in a conversation to clarify and share what they learned from the project description. The following are items covered in the conversation.

- **List of capital improvement projects is different from smaller projects**
- **List of alternatives does not include surface water**
  - **Using surface water is not politically feasible**
  - **Surface and groundwater are connected, more so as you draw down the groundwater**
- **CAP work will run for 1 1/2 years or so**
- **Will form specific CAPs for projects that emerge from the planning**
- **Specific projects will be identified by this planning and development project**
- **Coordinated with neighborhood and city goal of 25% storm water penetration**
  - **Not directly linked, there is a city-wide goal of 20% conservation by 2020**
- **Well 3 CAP identified a number of sites. What are they, and how do they tie into this project?**
  - **At the last meeting of the Well 3 CAP, Montgomery Associates came forward with a list of 10-15 sites that were never considered. If well 3 is a recommended option in this project, we'll revisit that list**
- **How does well 11 fit into this?**
- **What comes out of this project should be a weighted list of projects by priority**
- **Is there EPA funding for this project?**
  - **Yes, 55% of funding comes from the EPA, and this comes with the requirement to follow EPA guidelines**

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- There are requirements in the EPA guidelines that are worth following
- The EPA will help. They will come out here, and advise us. We should follow the guidelines, and ask the EPA to come out and work with us
- Can the Umbrella CAP get copies of the EPA grant submission?

### *Reflection Round*

- I'm confused
- Good questions
- I'm fine
- Good to have concrete questions
- Nice open space
- Lots of good questions and answers

### **Explore Purpose of Umbrella CAP**

Participants read through the Madison Water Utility's Standard Operation Manual, Public Participation Process for Water Utility Facilities (SOP). Section 5, Citizen Advisory Panel, and then reflected on what they read and heard.

### *What did you hear here, and what is its relationship to this project?*

- This project is not focused on a specific project. Will we have to use it (the SOP)?
- Seems like we need to make adjustments to fit the SOP to the work of the Umbrella CAP
- Tom Heikkinen will ask for an opinion from the City Attorney on the legal constraints of the SOP
- Given Al's presentation, think of the work of the CAP as involving a number of decisions and how we're going to implement them
  - What are realistic, long-term demands for water in this community?
  - Where is the water going to come from?
  - How does well quality fit into that?
  - If we do well head treatment, what affect will it have on the character of the neighborhood?
  - What is we don't do treatment at individual wellheads, and do it regionally, and then pipe it back into the community?

The outcome is a long-term master plan. These are the kinds of questions we will be asking over the winter and summer.

- Concerned with respect to affect of pumping wells at maximum capacity. You forgot a step. You have to determine the maximum capacity without pulling pollutants into the wells and the water you draw from them.
- We need to stay focused, to be able to absorb technical information while keeping the public informed and engaged
- The task of the Umbrella CAP is not that far from what is outlined in the SOP
- Why are we calling this an "Umbrella" CAP?

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- To differentiate the overarching nature of this project from site-specific projects.

### **Reflection**

- Lots more to say
- It's unclear where the Umbrella CAP stops and the project CAPs pick up
- Is this panel going to talk about conservation?
- Helpful
- Umbrella CAP is new to the city, and we have to define what it means to the city. It will be worth revisiting or modifying the SOP.
- Some of the scope of work includes pre-design. If for well 7, it will be useful to ...
- I equate the Umbrella CAP with a strategic CAP versus site-specific CAPs with a smaller focus

### **CAP meeting logistics**

- Where to meet
  - Central east side
  - Leave flexible until we have the membership set
  - Here is fine
  - Start here at the Goodman Center, and let the CAP decide
- Frequency
  - Bert suggested not less than twice a month
  - Paul said that the technical team will have information to bring to a couple of meetings in December, less in January. In the spring, he anticipates asking for input about once a month
- Next meeting
  - Date: 13 December
  - Time: 7-9 p.m.
  - Location: Madison Water Utility Conference Room  
(there are no rooms available at the Goodman Center on the 13<sup>th</sup>)

### **Recruiting Umbrella CAP Members**

#### ***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?

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- 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
  - 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

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- 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

### **Consider Scope of work for Umbrella CAP**

#### ***What Does Success Look Like?***

- Obvious to everyone what quality is wa...
- Eastsiders agreeing among themselves the priority of what wells are more important
- Better understanding of ... (Marsha Rummel)
- Community feels that they have a chance for positive input
- Need to know more about goals to define success
- Clean water, and if not, transparent and truthful message
- This is all over my head. Well tour. Disconnect w/ lay people and this process

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- Model process
- Help create SOP for city that applies to this and all future Umbrella CAPs, and help define rolls and responsibilities of smaller CAPs (2)
- UCAP defines roles and responsibilities, and empowers CAP to accomplish the task/role they are charged with (2)
- Establish transparency, and build trust and credibility between residents and the Water Utility again (2)
- Transparency about water quantity and quality
- Good advise and lots of public participation
- Diverse representation
- Everyone has information needed to contribute
- Good clean water
- Citizen ownership in capital improvement plan
- If there is a buzz in the community about water. Get people talking about these strategic issues
- Public understands limitations of water & contribute
- Better communication w/ the public
- Broad spectrum of east side residents know they have a trans-generational supply of quality water
- Community values direct the engineering questions that are asked in the first place
- Ability to write strategy for capital improvement plan in paragraph or page that community can say, —“that makes sense”
- Refine process that community can do more efficiently next time

### **Meeting Evaluation**

#### ***How did you do? What did you learn? What worked? What could we do better?***

- Hope for significant continuity in whatever the CAP develops
- Worked: Six people stepped up  
Didn't work: Spinning our wheels at the beginning
- Thirty minutes of Q&A clarification of what people want CAP to address (Purpose of the CAP)
- Clarification
- Facilitation — Lots of participation
- Reading the document did not work for me
- I still don't understand the adversarial tension between the CAP and the Madison Water Utility
- I arrived late, and never caught up, although I was able to understand what was going on
- Concerns about water use
- Spinning our wheels. I appreciated all the information about what the CAPs are expected to do
- The question and responses to —“What does success look like?”



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- Appreciated the Q&A
- Reading didn't work. The average person coming in might not come back.
- Need to put goal on top of the agenda
- Asking about your day takes time
- Good: How quick, blunt, and clear
  - I still want to know about well 11, 15, 7 pump rates and how long we can maintain
- Need to move from process to ...
- People learn faster with concrete than with generalities
- Can't have open meetings without some spinning of wheels
- No one got shot
- Started on time, ended on time
- Effort to meet on the east side works
- Need an orientation handbook
- Spinning wheels is a necessary part of progress
- Important spinning of wheels
- Appreciated all the time and cordial input. It's valuable
- Pleased that this process is taking place at all. I respect what's going on in the Water Utility
- OK
- Well. Spinning wheels: if you don't like, well, too bad.
- CACP Members: Let process work out. Be patient before we jump into details. There is value there.
- Valuable process

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List of Attendees (Alphabetical by Last Name)

Name	Last Name	CAP		E-mail	Telephone
		Member			
Mary	Anglim	X		[REDACTED]	
Paul	Boersma			[REDACTED]	
Bob	Hugo				
Marty	Cieslik	X		[REDACTED]	[REDACTED]
Joe	Demorett			jdemorett@cityofmadison.com	
Cassandra	Garcia	X		[REDACTED]	[REDACTED]
Gale	Gawenda			ggawenda@madisonwater.org	
Madeline	Gotkowitz	Possibly		[REDACTED]	
Joe	Grande			jgrande@cityofmadison.com	
Greg	Harrington				
Tom	Heikkinen			theikkinen@madisonwater.org	
Peng	Her	X		[REDACTED]	[REDACTED]
Twink	Jan-McMahon	Possibly			
Al	Larson			allarson@cityofmadison.com	[REDACTED]
Dan	Melton			[REDACTED]	
Larry	Nelson	X		[REDACTED]	[REDACTED]
Maria	Powell				
Marsha	Rummel			district6@cityofmadison.com	(w) 257-6050 [REDACTED]
Wendy	Scheider				
Tiera	Stephen				
Mark	Stevens (facilitator)			[REDACTED]	[REDACTED]
Bert	Stitt (facilitator)			[REDACTED]	[REDACTED]
Mary Jo	Walters	X		[REDACTED]	[REDACTED]
Tim	Wang	X		[REDACTED]	[REDACTED]
Lynn	Williamson			[REDACTED]	

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**Madison Water Utility, Engineering Study for East Side Water Supply  
Planning and Project Development**

**Umbrella CAP (Citizen Advisory Panel)**

**Inaugural Meeting AGENDA / Work Plan**

*This is a map.*

*Reference it as a guide to our journey rather than a step-by-step instruction.*

**November 22, 2010**

**Goodman Center  
(Evjue Room)**

**7:00 to 9:00 p.m.**

***Go slow to go fast***

**Primary Goals:**

- Provide Overview of Madison Water Utility Engineering Services for East Side Water Supply Planning and Project Development
- Organize Umbrella CAP
- Recruit additional members to the Umbrella CAP

<b>Item</b>	<b>Lead</b>	<b>Notes</b>	<b>Disposition</b>	<b>Time</b>
I. Welcome and Meeting Logistics A. Time Keeper B. Process Monitor	Mark Stevens	Goodman Center asks that we leave by 9:00	End meeting at 8:45	7:00
II. Introductions A. Name B. Area of city where you reside C. Previous involvement with Water Utility projects D. Do you see yourself as a member of the Umbrella CAP at this time? E. Expectations for this meeting	Bert Stitt	Round		7:05
III. Overview of East Side Water Supply Project	Al Larson	Presentation		7:20
<b>Reflection:</b> What did we learn here?	Mark	Round		
IV. Explore Purpose of Umbrella CAP  <b>Reflection:</b> What did we learn here?	Bert	Reference SOP	Ensure everyone is on the same page	7:50



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Planning and Project Development

## Umbrella CAP (Citizen Advisory Panel)

### Meeting AGENDA / Work Plan

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**December 13, 2010**

**Madison Water Utility  
Conference Room**

**7:00 to 9:00 p.m.**

*Go slow to go fast*

#### Primary Goals:

- Receive and reflect on Technical Team report
- Identify scope of work and roles within the CAP that members see as required, desirable, or both, and select members to fill roles
- Form committees to review and enhance results of Advisor Workshop Report Sections \*

Item	Lead	Notes	Disposition	Time
I. Welcome and Meeting Logistics				
A. Time Keeper				
B. Process Monitor				
II. Introductions				
A. Name				
B. Tell us about a highpoint of your day so far				
C. Area of city where you reside				
D. Previous involvement with Water Utility projects				
E. Expectations for this meeting				
III. Report of Demand Projections			Presentation	
IV. Reflect on demand projections			Focused	
A. What did you hear?			Conversation	
B. Given what you heard, what is your gut-level reaction?			Rounds	
C. What new insight have you gained from the report and this conversation?				
D. What do you think we should do?				

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Item	Lead	Notes	Disposition	Time
<p><b>V.</b> Introduce Intersection Between the Expert and the Citizen</p> <p style="margin-left: 20px;">A. Acknowledge technical team review of November 16</p> <p style="margin-left: 20px;">B. Acknowledge expressed desire for joint review</p> <p><b>Reflection:</b> What did we learn here?</p> <p style="margin-left: 20px;">C. Next Step Options</p> <p style="margin-left: 40px;">1. Citizen review of intersection document followed by a joint review of the r two reviews</p> <p style="margin-left: 40px;">2. A joint review of the intersection document</p> <p><b>Reflection:</b> Preference?</p>	Mark	<p style="margin-left: 40px;">Round</p> <p style="margin-left: 40px;">Round</p>	<p style="margin-left: 40px;">Decide on next steps</p>	8:35
<p><b>VI.</b> Identify Scope of work for Umbrella CAP</p> <p style="margin-left: 20px;">A. Goals</p> <p style="margin-left: 20px;">B. Outputs</p> <p style="margin-left: 20px;">C. Outcomes</p>	Bert		<p>Establish scope of work</p>	
<p><b>VII.</b> Review criteria and measures of success</p>			<ul style="list-style-type: none"> <li>• Establish criteria for success</li> <li>• Establish means for evaluating results</li> </ul>	
<p><b>VIII.</b> Identify roles within the CAP that CAP members see as required, desirable, or both</p>			<p>People identified rolls</p>	
<p><b>IX.</b> Identify CAP members with commitment to fill specific roles</p>				
<p><b>X.</b> Committee formation for review and enhancement of Advisors Workshop Report Sections *</p> <p style="margin-left: 20px;">A. Flesh out the meaning of each level in the IAP2 Spectrum of Public Participation</p> <p style="margin-left: 20px;">B. Review and refine organization of -Our Questions” from the report</p> <p style="margin-left: 20px;">C. Review, expand, sort, and explore the -Boundaries of</p>				

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<b>Item</b>	<b>Lead</b>	<b>Notes</b>	<b>Disposition</b>	<b>Time</b>
				Public Participation”
<b>XI.</b>		Next Steps		
		A. For sub-committees		
		1. Recruit neighborhood members		
		2. Schedule Meetings		
		3. Meet		
		4. Report to Umbrella CAP		
		<b>B.</b> Recruit additional CAP members?		
<b>XII.</b>		Review Outline of Public Participation Plan		
<b>XIII.</b>		End		

\* As currently envisioned, the committees will consist of 2-4 CAP members and 3-5 area residents recruited to serve on the sub-committees. Subcommittees will complete their assigned tasks, and report out to the Umbrella CAP to bolster its understanding of the Advisors’ concerns and recommendations for public participation in the East Side Water Supply project.