

New Hampshire Water Sustainability Commission
Public Engagement Working Group

Meeting Minutes
June 13, 2012

Present: Denise Hart, Amy Manzelli, John Gilbert, Paul Susca, Jennifer Rowden, Marcy Lyman
By telephone: Bruce Mallory, Michele Holt-Shannon – NH Listens/Carsey Institute

1. Review and approve notes from 6/4/12 meeting.

Minutes from the June 4 meeting were approved by committee members for posting on the website.

2. July 9 Public Engagement session: timeline to event, tasks to be accomplished, publicity and outreach, review registration numbers.

Michele Holt-Shannon and Bruce Mallory from NH Listens joined the meeting by telephone for the following discussion.

Publicity and Outreach:

Paul Susca has been in touch with Mike Licata and identified groups for BIA outreach, contacted Will Manzer, President of the Outdoor Industry Association, and the Director of Tourism at DRED who will be meeting with the Tourism Council and will inform their members. Jackie Colburn from DES has contacted Marine Trades Association. Marcy indicated she had sent flyer around to NHCF and other contacts in environmental community and had been in touch with Michele Tremblay from NH Rivers Council who has been working to engage Local River Advisory Groups. Other groups that were suggested for outreach efforts include: Leadership NH, scientific community (Hubbard Brook, UNH, Dartmouth), ski industry, agriculture, NH Association of Natural Resource Scientists, Plymouth State water conference mailing list, energy utilities, PUC/public advocate.

The group discussed a news release to Union Leader and other media. We decided that for the time being there was no advantage and maybe some disadvantages in terms of engaging the participants we hope to reach for this session. We discussed some newsletters such as the Department of Agriculture's weekly and the statewide NH Business Review where a release might be helpful. We decided to reconsider this topic at the committee's June 27 meeting.

ACTIONS: Amy will contact Commission members to do outreach to their constituency and report back at Commission meeting on June 19, and NH Association of Natural Resource Scientists. Michele will do outreach with UNH Departments (geography, office of sustainability, stormwater research center etc. Jenn will contact PSU to get flyer out to mailing list of participants of March Water Conference. Paul will contact PUC staff/public advocate. John will contact Leadership NH. The subcommittee will revisit the news release question at the June 27 meeting.

3. Program for July 9 Public Engagement event: do we want to use same participant guide? Does it need a new introduction to focus session?

Bruce and Michele will design the program but are looking to Commission for guidance in following areas:

- What is primary purpose of session?
- What are some key questions needed to be addressed/answered?
- What is the most productive use of the time and the gathering of a broad range of professionals involved with water?
- What conversation do water professionals need to have that will inform the Commission's work?
- What do we want to ask them to work on together?

Bruce added that assuming there is some common ground, a framing question might be "What are the next steps they would be willing to commit to? This reflects a purpose beyond the July 9 event.

Potential for needing/wanting to achieve the following at July 9 session:

- 1) Some input from group about the May 8 public conversation – reactions to the report from NH Listens
- 2) Reaction to the Water Sustainability Commission's work directions/current thinking
- 3) Getting people whose work it is to focus on water to identify common cause (s)

The Committee's priorities are for 2&3.

Michele noted that we were describing what could be three conversations:

- Participants input/reaction to May 8 public session;
- Participants reactions to the Commission's work thus far;
- A "common cause" conversation: where do participants agree on what needs to be done for water and how will they take it forward.

Discussion of these questions included the following:

- 1) Important to have participants respond to NH Listens report of May 8 session, to review and be able to react to the Commission's thinking/work in general terms, and to identify, where possible, common causes, where this group can potentially come together and take the next steps from the Commission's work.
- 2) Interest in how to take advantage of mixed group of experts to address broader questions of priorities, gaps, the things they see need focus and what might be accomplished together.
- 3) Interest expressed in building in opportunity for surprises – has the Commission missed something, where are there gaps?
- 4) Interest in working with the group to advance watershed planning/how to engage in water programs that are cross-boundary/multi-scale.
- 5) How to harness the energy of the group, take advantage of the expertise without getting into the weeds and losing any lay participants. We need to remember that not everyone

who attends will be a scientist/engineer (i.e. industries that rely on water, travel/tourism sector, etc.)

- 6) Interest in engaging the participants in what mechanisms/what needs to happen in the state to move from research/reports to action. Use the gathering to focus on next steps – how do we achieve 25-year goal.
- 7) Engage the group enough so that people will get excited about ideas/convergence of interests so that there will be energy and some degree of commitment to coordinating/directing the energy. This meeting may be a first step in organizing coordinated constituency for water.
- 8) Ask group to think about/comment on adaptive management concept.
- 9) We discussed leaving one hour of the three-hour program to discuss implementation and next steps, building off the assumed commonalities that will come of the small group discussions.

Suggested components: General sense that the time would be best spent focusing on next steps – how do we achieve 25-year goal? We know what needs to get done, but how do we get there? The work to achieve the sustainable management of our state's waters starts now--at end of Commission's life.

- 1) There was general consensus that we would like the group outcomes to:
 - Support investments in infrastructure,
 - Lead an effort to build a coordinated constituency for water,
 - Review/comment on recommendations/actions of Commission,
 - Address priorities for water.
- 2) Build a longer period of time at the end for report out from smaller group to see commonalities exist and then regroup to have another session (either all together or in smaller groups) to identify next steps (devote 1 of 3 hours to this).
 - What will it take – what mechanism(s) need to be in place – what needs to happen in state to move from research/reports to action?
- 3) Important to recognize and design program around the fact that participants will enter the conversation from different perspectives and will take up different pieces of the issue. It is important to have a program that invites people to enter through different portals.
- 4) A lot of discussion around getting input for a coordinating body to take on the work after Commission ends –we agreed that we don't need to have the participants describe the mechanism but need their ideas: who should be coordinated, what are the characteristics of a coordinating function.

Logistics:

Coordination between now and July 9: Goal to have information (participant's guide) sent to registrants by June 28, as close to 10 days before the event as possible:

- 1) Bruce and Michele will develop draft design of the program and distribute to subcommittee members next week (June 21/22);
- 2) Once the program is confirmed the participant' guide will be revised;
- 3) Most of the preliminary review of program/participants' guide will have to be done by email with a final review at June 27 Public Engagement meeting before final distribution of materials on June 28

Materials needed: summaries of May 8 sessions, draft of Commission findings (vision/principles/goals?), revised participants guide, others?

Registrations to date:

Michele reported that we have thirty-five registrants as of today. Michele asked that we give her names of any people who had registered for the June 19th and can't come to the July 9 session. So far, no one who previously registered for the June date has indicated they cannot attend July 9.

4. Review draft of public written comments form and approve.

Denise proposed a Written Public Comment period through July 31 at the last Commission meeting and this concept was approved and delegated to this committee to accomplish. The Commission agreed that there should be a structured format that allows for easy aggregation of information yet flexibility for respondents to give some open-ended replies.

Amy had circulated draft survey form to structure public comment with purpose of keeping people focused, get them to address issues on which we want feedback, while giving opportunity for individualized comments. Michele had sent comments on this draft, and Jenn offered additional comments and a time-line. Discussion followed about all three models. Denise asked that we use the broader word "residents" in the survey tool. Paul suggested to keep it shorter and at a higher level.

The committee agreed to the following:

6/ 15: Survey tool to be revised based on discussion/comments and distributed to Public Engagement group with comments due by COB June 18.

6/19-6/21 – Finalize survey for pilot, conduct pilot (Public Engagement members to each to send survey to two people – one water professional and one layperson).

6/22- Send feedback from pilot to PE group (Amy point person)

6/25 – Revise survey – approval

6/26 – Send out survey notice – post to website

6/26 – PE meeting – determine closing date/how to incorporate findings/responses into Commissions' work

Denise raised the question of posting the complete discussion guide from the May 8 session on the Commission's website and this was given the okay. Jenn has the final PDF version and will post immediately to the resources section.

ACTIONS: Determine when/how to get written public comment results to the Commission and integrate it into final piece of Commissions' deliverables at the subcommittee's 6/26 meeting. Jenn will post May 8 discussion guide to Commission's website. All actions outlined above in timeline and in summary timeline at end of minutes.

Denise reminded everyone that she is off the week of June 18-22. Amy has offered to co-ordinate efforts on July 9 session; Marcy will work with Amy. Subcommittee members

expressed their appreciation to Bruce and Michele for their assistance with the July 9 event. Bruce and Michele signed off from the conversation.

6. Other Business

Subcommittee members briefly discussed the Commission's deliverables and final report. There were general comments related to the Commission's deliverables. Denise offered the following:

- 1) Important to identify who audience is – suggested that general public is who we want to engage to build a constituency for water over 25 years.
- 2) The final document needs to offer multiple points of entry- a good table of contents is essential; clear, concise writing.
- 3) What we present represents our best thinking after a year of work on the topic.
- 4) The produce incorporates public input (May 8, July 9 sessions and written public comments).
- 5) The product provides suggested actions steps.
- 6) The product needs to be more than report – creates mechanisms for action – moving beyond the Commission.

The Public Engagement Committee meeting was adjourned at 3:45pm.

7. Next meeting date – June 27, 2012, 2 p.m. Baldwin & Callen, Concord/

Public Engagement Subcommittee Timeline - June/July 2012

6/ 15: Written public comment form survey tool to be revised based on discussion/comments and distributed to Public Engagement group with comments due by COB June 18.

6/19: Water Sustainability Commission meeting: Amy will give Public Engagement subcommittee report.

6/19-6/21: Finalize written public comment form for pilot, conduct pilot (Public Engagement members to each to send survey to two people – one water professional and one layperson).

6/20: Public Engagement members send final version of vision/goals of Commission to Bruce and Michele.

6/21: Bruce/Michele send draft program design to Public Engagement group for review.

6/22: Send feedback from pilot to Public Engagement group; members forward to Amy.

6/22: Bruce/Michele will work on the discussion guide to be sent to subcommittee members COB 6/26.

6/25: Revise written public comment survey for approval.

6/26: Send out written public comment period notice to outreach lists – post to website with link to survey tool.

Bruce and Michele send discussion guide for July 9 session to subcommittee members for review and sign-off at 6/27 meeting.

6/27: Public Engagement subcommittee meeting –Review and sign-off on discussion guide.

Check registration numbers. Review details for July 9 event including seating and arrangement, refreshments, set-up and take-down requirements, signage to the building, printing of program materials, materials for information table and assign tasks as necessary (we might also ask other Commission members to assist). Perhaps have a field visit to site? Discuss how written public comment and reports from public sessions will be integrated

into Commission deliverables for presenting at the July 17 Commission meeting. Determine subcommittee's July/August meeting schedule.

6/28: Discussion guide sent to registrants through NH Listens system.

7/9: Public stakeholders session for those who businesses and livelihood depends on water.

7/17: Water Sustainability Commission meeting to be held in Lakes region – Belmont.

7/31: Written public comment period closes.