

SASY

Schenk-Atwood-Starkweather-Yahara Neighborhood Association

13 June 2013

**Linda Hanefeld, NR region program manager
Wisconsin DNR, South Central Region
3911 Fish Hatchery Rd.
Madison, WI 53711-5397**

Dear Ms. Hanefeld,

Thank you for your thorough response to us on 12 April. You should have some confidence that most SASY neighbors are aware of and appreciate the Department's professionalism in this case (even after/despite recent newspaper reports of alleged attempts at high-level political tampering), and generally trust the work of the consultants and scientists who are carrying out the investigative work. Early on when we asked for an archive of materials, the Department followed through and has done a good job of keeping it current. We do appreciate that.

Your letter didn't exactly respond to our requests (i.e. pollution plume mapping that is clear, current, comprehensive and understandable; and a professionally facilitated meeting to communicate and interpret), but we appreciate the effort.

We have 2 suggestions to help you get closer. Well, 2.5 suggestions.

1) **Data Communication:** The data and reports generated by this case run to thousands of pages. Few (unpaid, lay) people have the time and expertise to pore through this volume of material. Nor should they need to. We work with scientists and technicians all the time -- and so we know the limitations that such specialists can have in presenting their findings to the general public. The issue is not accuracy or completeness, it's effective communication for the intended audience. Using 19th century communication techniques (tables, line drawings) to reach an audience of 21st century people who are afraid for their families and homes can result in frustration and mistrust. We must do better.

We request that you secure the services of a very good data visualization specialist(s) to help you communicate your findings.

There are many ways that complex data can be communicated that are creative and understandable and still accurate. For example, a few really good 3-D visualizations that show the pollution plume(s) along with streets and buildings are effective and worth a hundred spreadsheets. Other examples: National Geographic magazine uses these techniques every month.

1.5) Our citizen committee has been working its way through the information that the Department has made available. Several citizen committee members and of course our consultants do have the expertise to read and interpret the data and reports. They are hampered however by the nature of the presentation of the data files-- large-scale figures separated from lengthy tables separated from report text, none of which can be readably viewed side-by-side on computer monitors. Printouts of certain materials would help greatly.

Specifically, we request two sets of full-scale, readable hard copies of the figures and tables.

2) **Face-to-Face Communication:** We propose that we start having regular (say, monthly) check-in meetings between you, your staff and the citizen advocacy group. These need only be as frequent or as lengthy as necessary. Letters like this one have their place. But regularly scheduled contact will minimize confusion and maximize trust. I'll commit to participating in this; from our end we'll follow Representative Chris Taylor's recommendations for including committed and informed neighborhood participants who are not directly involved in the litigation process.

May I propose to arrange a face-to-face meeting very soon? My email address is Lou@DesignCoalition.org -- that's the most timely way to communicate for me. From there we can talk about expected outcomes, and sort out a regular schedule for going forward

Respectfully,

Lou Host-Jablonski
Chair, SASY Neighborhood Association

ccs:

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