



# It's About The People: Community Perceptions of Lake Wausau

**Aaron W. Thompson,**  
Assistant Professor,  
College of Natural  
Resources  
UW-Stevens Point

Land Use Specialist,  
UW-Extension Center  
for Land Use  
Education

“Lake Wausau is a wonderful resource for the Wausau area that has been neglected. I applaud the lake association for their dedication to getting this done...

**Just think what this could be!”**

*(Anonymous Survey Response)*



1. Collaborative Planning
2. Social Science
3. Community Conversations

## Aaron Thompson

**Title:** Assistant Professor of Natural Resource Planning and UW-Extension Specialist

**Degrees:**

BS - Landscape Architecture, Purdue University  
MS - Natural Resource Planning, Purdue University  
PhD - Natural Resource Social Science, Purdue University

**Hometown:** West Lafayette, Indiana

**Greatest Accomplishment:** I've been able to help launch the careers of some pretty amazing students and through UW-Extension I get to work with citizens across Wisconsin every day to find local solutions to natural resource challenges facing their communities.

**Fun Facts:** I've come to really enjoy snowshoeing, a new experience for someone from further south, but you'll often find me carrying one of my daughters through the woods as their energy always seems to disappear at the furthest possible point from the car.



*PLANNING: ACTIVE DECISION MAKING*  
**Making Firm Commitments of Resources**



*PLANNING: COMMUNITY DIALOGUE*  
**Capacity (Coalition) Building**

# *Landscape Planning: Applying Social-Ecological Analysis to Support Natural Resource Management Initiatives*

*on lakes / rivers*



*water quality*

*agriculture*

***Issues***

**ACT 1:  
Collaborative  
Planning**

## LANDSCAPE PLANNING REQUIRES BALANCING MULTIPLE DEMANDS

# So whose priorities matter?

A. This question speaks directly to why we plan, because there are no simple answers

B. Purpose of planning efforts is to improve conditions and / or to address issues in the landscape

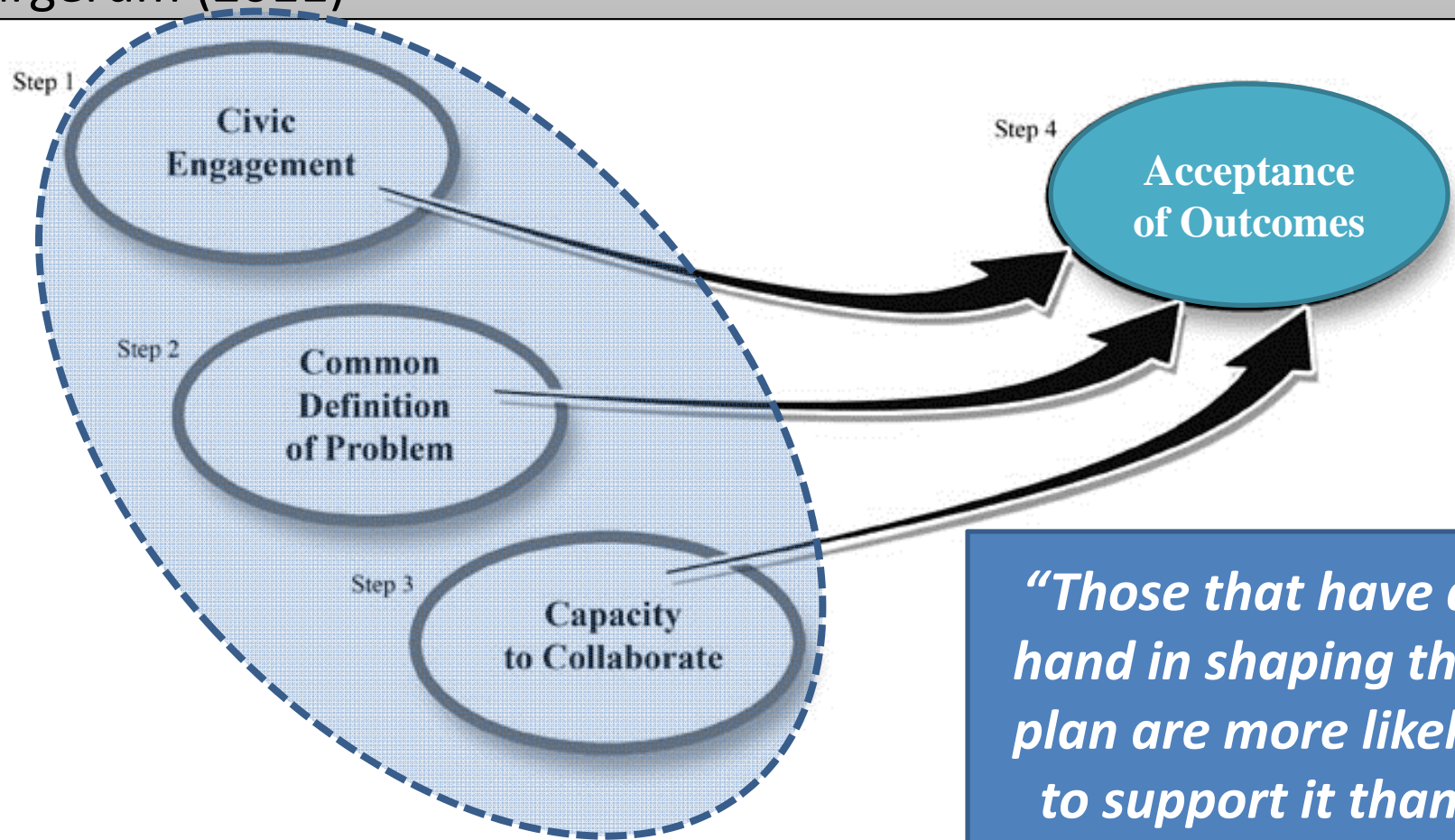
C. To achieve this our work must produce outcomes that are acceptable to:

Those who will be responsible for implementation

Those who will be affected by our actions

Others with a stake in the community

- Collaborative planning is an approach to solving complex problems in which a diverse group of autonomous stakeholders deliberate to build consensus and **develop networks for translating consensus into results.**  
– Margerum (2011)



*“Those that have a hand in shaping the plan are more likely to support it than those who have not.”*

*-- Levy (2013)*



*"The biggest influence for me occurred the first time I viewed the phosphorus results from water samples I had taken on the lake. The levels of phosphorus were so much higher than other water bodies I had sampled, that I had to double check the results because I thought the lab may have made a mistake."*

## Individual Capacity

**Record your story here:**

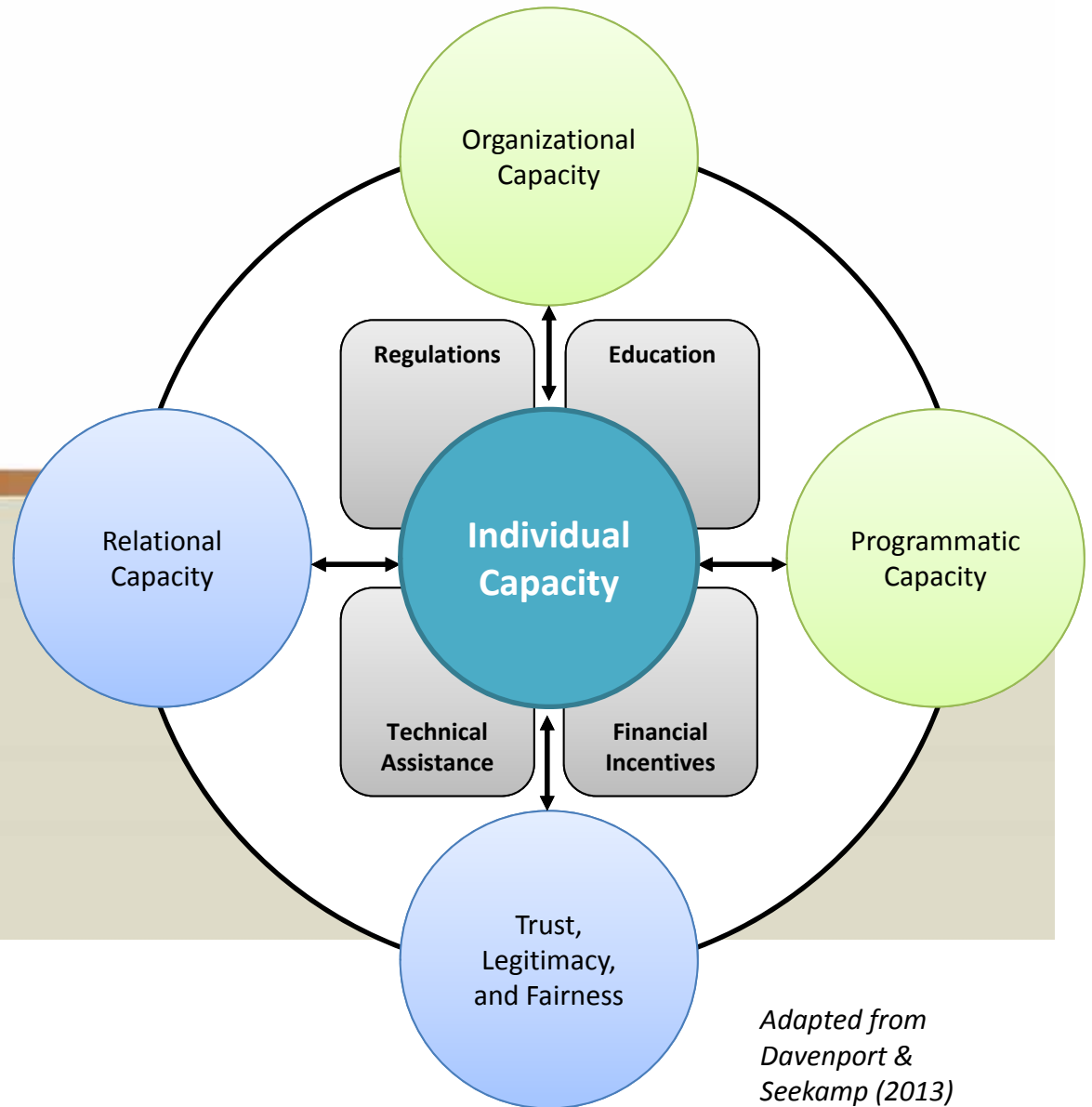
The biggest influence for me occurred the first time I viewed the phosphorus results from water samples I had taken on the lake. The levels of phosphorus were so much higher than other water bodies I had sampled, that I had to double check the results because I thought ~~they may have~~ the lab may had made a mistake.

# Collaborative Planning: Sustainable Watershed Management

**Strengths:** Characteristics of the stakeholder group / community that give efforts a relative advantage for success

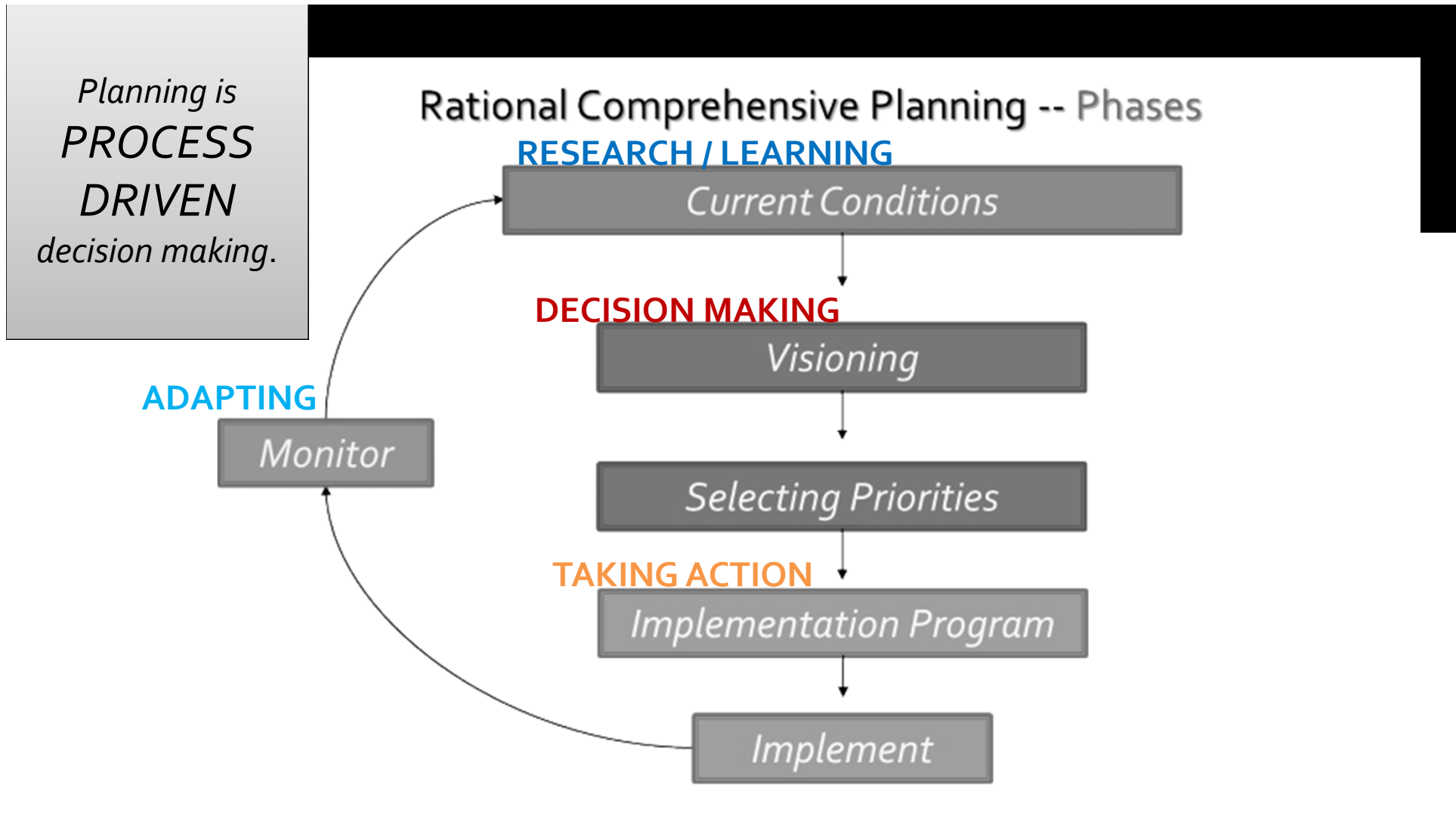
CAPACITY

**Weaknesses:** Characteristics of the stakeholder group / community that reduce the likelihood of successful action to address issues



*Adapted from  
Davenport &  
Seekamp (2013)*





**Our information needs change -- the type of SOCIAL DATA necessary to inform our work depends on where we're at in the process!**



Big Eau Claire Farmer Survey

University of Wisconsin-Stevens Point  
College of Natural Resources

Dear Central Wisconsin Landowner,

We feel fortunate to be able to study recreational options, and a Wisconsin nearly 1 million agricultural practices on private land.

It's clear that farmers and ranchers are the least of which is manure habitat important things are many groups have been working and wildlife. As part of an effort that will influence the future of the land important to you, the landowner.

We know your time is important. We will make it up to you in 10 minutes of your time, so if you don't know how to study please contact Dr. Deanna Thompson. Questions feel free to contact her.

While your participation is being local voices into these surveys.

Sincerely,

Jacob C. Herna  
Graduate Research  
E-mail: jherna08@uwsp.edu  
College of Natural Resources  
University of Wisconsin-Stevens Point WI, 54481

Dear Central Wisconsin Landowner,

As a resident living near a water body, you understand the health of this water body. You can contribute to this important research. Your responses will be treated as confidential and will not be destroyed prior to the survey. Your participation is being local voices into these surveys.

You can contribute to this important research. Your responses will be treated as confidential and will not be destroyed prior to the survey. Your participation is being local voices into these surveys.

Your voluntary participation in this survey is a chance to be a part of the research. Please take the time to share your views about this important research and returning the survey in the enclosed postage paid envelope. If you have any questions or comments, please contact one of the members of the research team using the information provided.

Thank you for your time and we appreciate your participation.



Lake Wausau Community Survey

University of Wisconsin-Stevens Point  
College of Natural Resources

As a resident of one of the communities that surround Lake Wausau, you are invited to participate in a survey concerning efforts to improve the community recreation being conducted by faculty in the College of Natural Resources at the University of Wisconsin-Stevens Point in partnership with the Lake Wausau Association and sponsoring local government groups understand how residents in the Wausau area interact with and value the lake. Results will inform ongoing research and activities to improve water quality and recreation. Your participation is being local voices into these surveys.

Your voluntary participation in this survey is a chance to be a part of the research. Please take the time to share your views about this important research and returning the survey in the enclosed postage paid envelope. If you have any questions or comments, please contact one of the members of the research team using the information provided.

Thank you for your assistance.

Dr. Aaron Thompson  
Assistant Professor  
aaron.thompson@uwsp.edu  
715.346.2278

“One cannot plan ... if one does not have a sense of the present state of events and their probable future direction.” -- Levy (2013)

PLEASE READ BEFORE RETURNING

The survey must be completed by the respondent.

Please mark all answers clearly, in pencil.

Example "A"

Have you heard of the Lake Wausau Community Survey?

Never heard of them

Lake Wausau Association's (LWA) mission is to protect, maintain, and enhance values on Lake Wausau and its surroundings; to organize and conduct activities that promote the ecology, water quality, fishing, and recreational use of Lake Wausau.

Do you agree with the priorities that the Lake Wausau Association has put forth?

Strongly Disagree  -3  -2  -1  0  1

Dr. Aaron Thompson is an associate professor of environmental studies, Nelson Institute, University of Wisconsin, Madison, Wisconsin. Dr. Melinda Johnson is an associate professor of agricultural and applied economics, University of Wisconsin, Stevens Point, Wisconsin. Dr. Douglas Jackson-Smith is a professor of agricultural economics, University of Nebraska, Lincoln, Nebraska. Laura McCann is an associate professor of agricultural and applied economics, University of Wisconsin, Stevens Point, Wisconsin. Dr. Lois Wright Morton is a professor of sociology, Iowa State University, Ames, Iowa. Pete Nowak is a professor emeritus of environmental studies, Nelson Institute, University of Wisconsin, Madison, Wisconsin.

... to understand and predict future conservation behavior. In this article, we identify several research areas that deserve expanded inquiry; as well as offer a set of larger principles to guide future research approaches to move this science forward.

EXPANDING THE SCIENCE OF FARMERS' CONSERVATION BEHAVIORS

Measuring Adoption. Measurement of the adoption dependent variable has proved

... to understand and predict future conservation behavior. In this article, we identify several research areas that deserve expanded inquiry; as well as offer a set of larger principles to guide future research approaches to move this science forward.

Finally, it is important to recognize that not all adoption decisions have the same environmental benefit. The science

ACT 2: Natural Resources Social Science

## BEGINNING A COMMUNITY DISCUSSION ...

*Applied Social Science Lessons:*

*1. No marketing firm would attempt to 'sell something' without first knowing something about their customers -- we need to learn from this example.*



## Lake Wausau Project Phase II, Task 6

### Social & Economic Values Survey

Full Report Available:

[http://www.uwsp.edu/cnr-ap/clue/Documents/Public/LakeWausau\\_FinalReport-January2015.pdf](http://www.uwsp.edu/cnr-ap/clue/Documents/Public/LakeWausau_FinalReport-January2015.pdf)

## Lake Wausau Community Survey



University of Wisconsin-Stevens Point  
College of Natural Resources

As a resident of one of the communities that surround Lake Wausau you have been randomly selected to receive a survey concerning efforts to improve the community resource of Lake Wausau. This survey is being conducted by faculty in the College of Natural Resources at the University of Wisconsin-Stevens Point in partnership with the Lake Wausau Association and sponsoring local governments. Survey results will help these groups understand how residents in the Wausau area interact with and value Lake Wausau and the Wisconsin River. Results will inform ongoing research and activities to improve water quality in Lake Wausau. **All results will be kept confidential** and if you have any concerns about the treatment of research participants please contact the UWSP Institutional Review Board that can be reached at (715) 346-4598.

Your voluntary participation in this survey is a chance to be a part of the process of determining the future for Lake Wausau. Please take the time to share your views about this important community resource by completing and returning the survey in the enclosed postage paid envelope. If you have questions about the survey, please feel free to contact one of the members of the research using the informations provided below:

Thank you for your assistance,

Dr. Aaron Thompson  
Assistant Professor  
aaron.thompson@uwsp.edu  
715.346.2278

Dr. Melinda Vokoun  
Assistant Professor  
melinda.vokoun@uwsp.edu

Dr. Kristin Fiorese  
Assistant Professor  
kristin.fiorese@uwsp.edu

### PLEASE READ BEFORE BEGINNING THIS SURVEY:

The survey must be completed by an adult member of your household 18 years of age or older.

Please mark all answers clearly, in pen or pencil, as indicated below.

Example "A"    Example "B"

### The Lake Wausau Association

Have you heard of the Lake Wausau Association?

Never heard of them  Heard of them, but don't know what they do  Heard of them, and know what they do

Lake Wausau Association's (LWA) mission is "to protect, maintain, and enhance environmental and recreational values on Lake Wausau and its surroundings; to organize and conduct activities intended to maintain or improve the ecology, water quality, fishing, and recreational use of Lake Wausau." — lakewausau.org

Do you agree with the priorities that the Lake Wausau Association has put forth in their mission statement?

Strongly Disagree  -3  -2  -1  0  1  2  3 Strongly Agree

Study Design: Set up to achieve 30% response rate

## 5 Wave Mailing Process:

1<sup>st</sup> Week  
June  
2013

Contact #1: Address Screening Letter / Introduction

Contact #2: Survey Booklet

Contact #3: Reminder Postcard

Contact #4: 2<sup>nd</sup> Survey Booklet

3<sup>rd</sup> Week  
July  
2013

Contact #5: Reminder Postcard

## Lake Wausau Community Survey



University of Wisconsin-Stevens Point  
College of Natural Resources

As a resident of one of the communities that surround Lake Wausau you have been randomly selected to receive a survey concerning efforts to improve the community resource of Lake Wausau. This survey is being conducted by faculty in the College of Natural Resources at the University of Wisconsin-Stevens Point in partnership with the Lake Wausau Association and sponsoring local governments. Survey results will help these groups understand how residents in the Wausau area interact with and value Lake Wausau and the Wisconsin River. Results will inform ongoing research and activities to improve water quality in Lake Wausau. **All results will be kept confidential** and if you have any concerns about the treatment of research participants please contact the UWSP Institutional Review Board that can be reached at (715) 346-4598.

Your voluntary participation in this survey is a chance to be a part of the process of determining the future for Lake Wausau. Please take the time to share your views about this important community resource by completing and returning the survey in the enclosed postage paid envelope. If you have questions about the survey, please feel free to contact one of the members of the research using the informations provided below:

Thank you for your assistance,

Dr. Aaron Thompson  
Assistant Professor  
aaron.thompson@uwsp.edu  
715.346.2278

Dr. Melinda Vokoun  
Assistant Professor  
melinda.vokoun@uwsp.edu

Dr. Kristin Fiorese  
Assistant Professor  
kristin.fiorese@uwsp.edu

### PLEASE READ BEFORE BEGINNING THIS SURVEY:

The survey must be completed by an adult member of your household 18 years of age or older.

Please mark all answers clearly, in pen or pencil, as indicated below.

Example "A"    Example "B"

### The Lake Wausau Association

Have you heard of the Lake Wausau Association?

Never heard of them  Heard of them, but don't know what they do  Heard of them, and know what they do

Lake Wausau Association's (LWA) mission is "to protect, maintain, and enhance environmental and recreational values on Lake Wausau and its surroundings; to organize and conduct activities intended to maintain or improve the ecology, water quality, fishing, and recreational use of Lake Wausau." — lakewausau.org

Do you agree with the priorities that the Lake Wausau Association has put forth in their mission statement?

Strongly Disagree  -3  -2  -1  0  1  2  3 Strongly Agree

## Topics Covered:

Introductory Questions

-Lake Wausau  
Association

-Water Quality  
Knowledge

Governance & Policy

Community  
Perspectives

Economic Variables:  
Tied to lake activities

Mapping: Issues,  
improvement,  
recommendations

Demographics

## Lake Wausau Community Survey



University of Wisconsin-Stevens Point  
College of Natural Resources

As a resident of one of the communities that surround Lake Wausau you have been randomly selected to receive a survey concerning efforts to improve the community resource of Lake Wausau. This survey is being conducted by faculty in the College of Natural Resources at the University of Wisconsin-Stevens Point in partnership with the Lake Wausau Association and sponsoring local governments. Survey results will help these groups understand how residents in the Wausau area interact with and value Lake Wausau and the Wisconsin River. Results will inform ongoing research and activities to improve water quality in Lake Wausau. **All results will be kept confidential** and if you have any concerns about the treatment of research participants please contact the UWSP Institutional Review Board that can be reached at (715) 346-4598.

Your voluntary participation in this survey is a chance to be a part of the process of determining the future for Lake Wausau. Please take the time to share your views about this important community resource by completing and returning the survey in the enclosed postage paid envelope. If you have questions about the survey, please feel free to contact one of the members of the research using the informations provided below:

Thank you for your assistance,

Dr. Aaron Thompson  
Assistant Professor  
aaron.thompson@uwsp.edu  
715.346.2278

Dr. Melinda Vokoun  
Assistant Professor  
melinda.vokoun@uwsp.edu

Dr. Kristin Floress  
Assistant Professor  
kristin.floress@uwsp.edu

### PLEASE READ BEFORE BEGINNING THIS SURVEY:

The survey must be completed by an adult member of your household 18 years of age or older.

Please mark all answers clearly, in pen or pencil, as indicated below.

Example "A"    Example "B"

### The Lake Wausau Association

Have you heard of the Lake Wausau Association?

Never heard of them  Heard of them, but don't know what they do  Heard of them, and know what they do

Lake Wausau Association's (LWA) mission is "to protect, maintain, and enhance environmental and recreational values on Lake Wausau and its surroundings; to organize and conduct activities intended to maintain or improve the ecology, water quality, fishing, and recreational use of Lake Wausau." — lakewausau.org

Do you agree with the priorities that the Lake Wausau Association has put forth in their mission statement?

Strongly Disagree  -3  -2  -1  0  1  2  3 Strongly Agree

# Lake Wausau Community Survey



University of Wisconsin-Madison  
College of Natural Resources



## Sample:

Developed 'in-house' using parcel data provided by Marathon County focusing on homeowners within these communities

Total: 850 participants  
Representative sample:  
-160 randomly selected households from each community: Wausau, Schofield, Rothschild, & Rib Mountain

Oversample:  
-210 randomly selected households from near lake neighborhoods

# Lake Wausau Community Survey



University of Wisconsin-Madison  
College of Natural Resources



	Sample	N	Response Rate
Wausau	156	56	35.90%
Schofield	156	62	39.74%
Rothschild	158	68	43.31%
Rib Mountain	159	83	52.20%
Near Lake Neighborhoods	207	99	47.83%
<b>Overall</b>	<b>836</b>	<b>358</b>	<b>44.31%</b>



### LWA Familiarity Results:

- (-) There is a general lack of familiarity with the Lake Wausau Association – **41% of respondents had not heard of the organization.**
- (+) Respondents are very supportive of the abbreviated mission statement included in the survey – **82% agreed with their priorities.**

### The Lake Wausau Association

Have you heard of the Lake Wausau Association?

Never heard of them

Heard of them, but don't know what they do

Heard of them, and know what they do

Lake Wausau Association's (LWA) mission is "to protect, maintain, and enhance environmental and recreational values on Lake Wausau and its surroundings; to organize and conduct activities intended to maintain or improve the ecology, water quality, fishing, and recreational use of Lake Wausau." — lakewausau.org

Do you agree with the priorities that the Lake Wausau Association has put forth in their mission statement?

Strongly Disagree

-3

-2

-1

0

1

2

3

Strongly Agree

**Perception of the resource:**

+Respondents ranked 30 statements representing various attributes of the lake and surrounding community facilities

+Analyzed using a ‘Inverted-R’ factor analysis procedure (Thompson et al., 2013)

**Community Perspective towards Lake Wausau**

Please describe your level of agreement on the following scale for each of the statements that relate to general views of Lake Wausau; in general the questions relate to areas on, along, or around the lake and Wisconsin River.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	SD	D	N	A	SA
Lake Wausau vastly adds to the beauty of the community and its surroundings.	-2	-1	0	1	2
It is important for community members to take an active role in determining the future of Lake Wausau.	-2	-1	0	1	2
I choose to spend my time elsewhere because of the lack of recreation facilities on the lake.	-2	-1	0	1	2
Providing better habitat for fish and wildlife motivates me to support efforts to improve Lake Wausau.	-2	-1	0	1	2



Why are we looking at perceptions of Lake Wausau?

**Self-Awareness:** What motivates you to get involved in water quality improvement?

**Other-Awareness:** How does your motivation make your priorities different than other members of your community?



Why are we looking at perceptions of Lake Wausau?

**Community-Awareness:** How does impaired water quality negatively impact your community?

**Community-Criteria:** How does addressing these ‘negative impacts’ improve the lives of different stakeholders in your community?



### Perception of the resource:

+Respondents ranked 30 statements representing various attributes of the lake and surrounding community facilities

+Analyzed using a 'Inverted-R' factor analysis procedure (Thompson et al., 2013)

Statement #2: It is important for community members to take an active role in determining the future of the Lake Wausau.



Please describe your level of agreement on the following scale for each of the statements that relate to general views of Lake Wausau; **in general the questions relate to areas on, along, or around the lake and Wisconsin River.**

Statement #7: The scenic and natural beauty of Lake Wausau contributes to our community's ability to attract new residents and employers.



## Perception of the resource:

+ 'Inverted-R' process revealed 4 distinct belief systems among respondents

+ Process also identified commonalities, including that all groups:

1. Strongly agree that Lake Wausau adds to the beauty of the community (Item #1).
2. Strongly agree that community members must take an active role in the future of Lake Wausau (Item #2).
3. Agree that Lake Wausau contributes to the community's ability to attract new residents and employers (Item #7).
4. Agree that local funding to revitalize Lake Wausau is a good investment in the future (Item #8).

## Perception of the resource:

### Group 01: At home on Lake Wausau

Residents who hold this view **enjoy spending time on Lake Wausau**, seeing plentiful outdoor recreation options and good fishing as some of the high points of their time spent here. For many they view **recreating at Lake Wausau as part of a tradition that keeps them coming back** over and over again. They disagree with others who think the lake is dirty and getting worse and for most hold the opposite **opinion that the water is safe for recreating and they are willing to eat fish caught there**. These individuals believe that the parks on Lake Wausau represent some of the most beautiful places in the county and disagree that there is an unpleasant odor that prevents them from recreating here. When it comes to who is responsible this group **sees that both the DNR and local government have appropriately responding** to the conditions on Lake Wausau.

Percentage of  
Community  
Responses

Wausau: 37.0%  
Schofield: 56.9%  
Rothschild: 54.1%  
Rib Mountain: 41.9%  
Near Lake: 52.0%



## Perception of the resource:

### Group 02: *Hard working Lake Wausau*

There are a couple of similarities between residents who hold this view and Group 1 as both **believe that Lake Wausau has plentiful outdoor recreation opportunities** and that the parks along the lake are some of the most beautiful places in the county. Outside of these areas individuals in group 2 are **less motivated by providing fish and wildlife habitat** than other groups and instead believe that the lake is important because of the **role it plays in supporting manufacturing within the community**. They enjoy outdoor recreation, but don't choose to spend their time on the lake. However, this slight to recreating here doesn't seem to be linked to concerns over smell or water quality issues. They are also the **least likely to support stronger regulations of activities to protect the enjoyment of the lake for all users** and are the least supportive of the idea of a **community fund to support the lake**. When it comes to local funding for the future, but support is lower than other groups.

Percentage of  
Community  
Responses

Wausau: 21.7%  
Schofield: 10.3%  
Rothschild: 16.4%  
Rib Mountain: 20.2%  
Near Lake: 17.3%

## Perception of the resource:

### Group 03: When recreating, it's not on Lake Wausau

**Negative experiences and perceptions of the recreational aspects of Lake Wausau dominate** the views of members of this group. In particular, they view the lake as lacking recreational facilities and feel that there is **too much competition (or crowding)** that makes it difficult to enjoy what is here. They view the **parks as being less safe** than members of other groups, which in combination with the other factors may explain why this group that does enjoy outdoor recreation chooses to spend their time elsewhere. Put simply they don't see the lake as a good place for doing the things they enjoy most, citing **poor fishing opportunities and frequent disruption from other users** as reasons they go to other lakes. This group seems less connected to the lake as they disagree that spending time here is a tradition or that the lake plays a role in building community between users. They do not support efforts to improve the lake as a place for recreation and wildlife habitat, but they **also see the lake as a reflection of local government** problems.

Percentage of  
Community  
Responses

Wausau: 17.4%  
Schofield: 10.3%  
Rothschild: 16.4%  
Rib Mountain: 12.1%  
Near Lake: 14.7%

## Perception of the resource:

### **Group 04: It's dirty and the time has come to fix Lake Wausau**

The defining feature of those who hold this view is a **strong belief that Lake Wausau is dirty and seems to be getting worse**. They are the only group who to **disagree that water quality is improving** and are the most likely to believe that the condition of the lake is so bad that **it is now only safe to look at the water**. This view is supported by their perception of the **lake having a strong odor** and are the **least likely to feel safe eating fish from the lake**. Similar to group 3 members of this group see a lack of recreational facilities on the lake, but are largely motivated by the need to enhance fish and wildlife habitat. They are also **the most critical of local government's response** to the condition of the lake, but among the most supportive of DNR's involvement in managing these issues.

Percentage of  
Community  
Responses

Wausau: 13.0%  
Schofield: 15.5%  
Rothschild: 6.6%  
Rib Mountain: 13.5%  
Near Lake: 14.7%

## BEGINNING A COMMUNITY DISCUSSION ...

*Applied Social Science Lessons:*

*2. We need to arm ourselves with information -- What do you know about your audience?*

- a. Who do they trust for information?*
- b. What do they know?*
- c. What motivates their involvement?*



Conclusion

# Lake Wausau Community Survey



University of Wisconsin-Madison Forest  
College of Natural Resources



Group 01: Tradition

Wausau:	37.0%
Schofield:	56.9%
Rothschild:	54.1%
Rib Mountain:	41.9%
Near Lake:	52.0%

Group 02: Industry

Wausau:	21.7%
Schofield:	10.3%
Rothschild:	16.4%
Rib Mountain:	20.2%
Near Lake:	17.3%

Group 03: Not on Lake Wausau

Wausau:	17.4%
Schofield:	10.3%
Rothschild:	16.4%
Rib Mountain:	12.1%
Near Lake:	14.7%

Group 04: Dirty

Wausau:	13.0%
Schofield:	15.5%
Rothschild:	6.6%
Rib Mountain:	13.5%
Near Lake:	14.7%



Communication and messaging strategies – how can LWA engage the community in a productive discussion about the lake?

Group 01: Tradition  
Wausau: 37.0%  
Schofield: 56.9%  
Rothschild: 54.1%  
Rib Mountain: 41.9%  
Near Lake: 52.0%

Group 02: Industry  
Wausau: 21.7%  
Schofield: 10.3%  
Rothschild: 16.4%  
Rib Mountain: 20.2%  
Near Lake: 17.3%

Group 03: Not on Lake Wausau  
Wausau: 17.4%  
Schofield: 10.3%  
Rothschild: 16.4%  
Rib Mountain: 12.1%  
Near Lake: 14.7%

Group 04: Dirty  
Wausau: 13.0%  
Schofield: 15.5%  
Rothschild: 6.6%  
Rib Mountain: 13.5%  
Near Lake: 14.7%

## BEGINNING A COMMUNITY DISCUSSION ...

### *Applied Social Science Lessons:*

#### 3. *Where to begin:*

- a. Create opportunities for dialogue*
- b. Collect 'community perspectives' toward the resource*
- c. Work with a social scientist – set goals, do your homework first*



Conclusion

# *Collaborative Process: LEARNING*

**Public Meetings / Field Trips:**  
*Opportunities to gather information and collect meaningful input*



**Resource Teams:** *Small groups tasked with answering key questions / collecting input and reporting back to the community*



# LEARNING: Example Goal Development

Solitude

Someplace to go enjoy nature and the quiet for a walk

I enjoy taking my children over to the pond to look at wildlife and just enjoy the water.

Access

Silent Sports Recreation

A nice quiet fishing, row boat lake.

It has been a part of Amherst history for a long time ...

Respect History

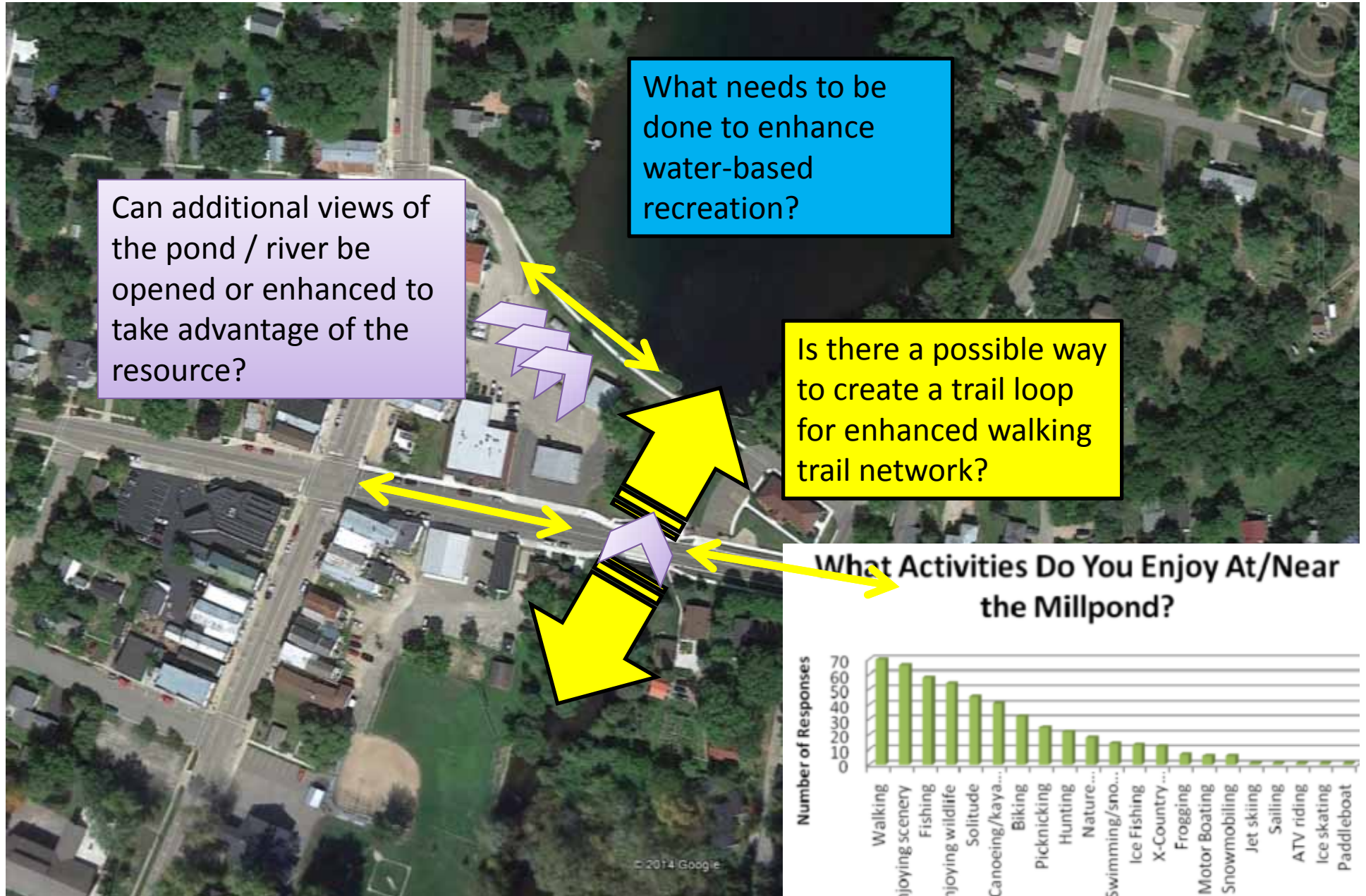
Beautiful Views from Downtown

The scenic view ... by the dam in Amherst

Enjoy watching kids fishing below dam

Childhood Experiences

# VISIONING: Desired Future Conditions



## Community Engagement: Governance Study

- +Explored current policies, regulations, and plans related to water quality in LW
- +Conducted stakeholder interviews, content analysis, and web survey

Take Away Message:

**There is a unique opportunity now, as communities are moving to update their comprehensive plans, to make efforts to protect and improve Lake Wausau are a central part of the vision each community surrounding the lake has for their future.**

Discussion: How do we get the communities involved?

Table 3. State Policies

Policy
<i>ATCP 50 – Soil and Water Resource Management</i>
<i>ATCP 51- Livestock Facility Siting</i>
<i>NR 102 – Water Quality Standards for Wisconsin Surface Waters</i>
<i>NR 109 – Aquatic Plants: Introduction, Manual Removal, and Mechanical Control</i>

				untable
				DATCP, DNR
				P, Livestock Facility Review Board
	Native populations of aquatic plants, water quality, habitat, aquatic life	Individuals, lake organizations LOUs	Removal or introduction of aquatic plants	DNR