

# PORT OF GREEN BAY

## RENARD ISLAND COMMUNITY OUTREACH

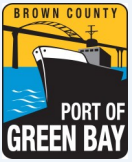


## SUMMARY

The 55-acre Renard Island is one of the only areas in the Green Bay metropolitan area that provides direct access to the waters of the bay. Renard Island was constructed as a joint project by the Port of Green Bay and the U.S. Army Corp of Engineers, out of approximately 2.7 million cubic yards of contaminated, dredged sediment. With the addition of an engineered soil cover using clean dredged material that protects human health and the environment, and a causeway to access the island, the potential for development on the island became a significant local development issue. The Port of Green Bay was responsible for creating the Renard Island End-Use Plan for this development. Stakeholder and public involvement was a key cornerstone of the plan's development, so research was conducted to identify primary and secondary stakeholders, develop strategies to reach stakeholder/public groups and implement tactics that would make the effort successful.

To kick off the community engagement process, a series of stakeholder focus group meetings were held throughout the summer and fall of 2018, followed by an initial public meeting on October 2, 2018. The purpose was for the design team to learn more about the goals and ideas that stakeholders/community had for development of the island. A three-day interactive planning event was then held, allowing stakeholders to actively engage in the planning process. The approach included public and stakeholder tours of the Island, technical working sessions with stakeholders, open studio times for the public to observe and interact with the design team and public open houses each evening, allowing for feedback at key decision points.

With the goal of encouraging participation in the planning events, a variety of communication strategies and tactics were developed. The process was a success, involving hundreds of stakeholders/community members sharing input in the planning process.



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### 1) CHALLENGES & OPPORTUNITIES

The 55-acre man-made Renard Island presents a great opportunity for the Green Bay community. It has the potential to become the primary access to the Bay of Green Bay as well as a destination for visitors and residents alike.

The first challenge was figuring out exactly how to planning the island's future. There were many ideas floating around, but no strategic way to collect them, evaluate them and choose the best-fitting ideas.



The solution was to have the Port of Green Bay spearhead the effort, using a collaborative approach with local governments and state/federal agencies as well as involving other stakeholders and the public. This would be a grassroots outreach effort, led by a multi-disciplinary team of experts, who were committed to ensuring everyone would have a chance to be heard. When the planning and outreach process was decided upon, the next challenge became communicating the series of meetings/events to stakeholders and the entire community, as well as explaining why their involvement was important to each step in the multi-phase process. A strategic communication effort, starting with stakeholder research, strategy development and tactical elements, was developed and implemented with a goal of generating interest in, attendance at, and support for consensus ideas for the future of the island.



**Renard Island Strategic Master Plan Interactive Planning Event**  
T2 Accelerator, Suite 200, 340 N. Broadway, Green Bay

TIME	DAY ONE 16-Oct	DAY TWO 17-Oct	DAY THREE 18-Oct
7:00 AM			
8:00 AM			
9:00 AM	9:00am Public Site Tour #1 (meet near causeway)	STUDIO OPENS 9:00 - 11:30am Develop Alternative Design Concepts	
10:00 AM	10:00am Public Site Tour #2 (meet near causeway)		
11:00 AM			
12 Noon			
1:00 PM		STUDIO OPENS	
2:00 PM	STUDIO OPENS	1:00 - 5:00pm Refine Alternative Design Concepts	
3:00 PM	2:00 - 5:00pm Organize Program and Alternative Design Options		
4:00 PM			
5:00 PM			
6:00 PM			
7:00 PM	6:00 - 8:00pm Community Meeting #1 Issues/Ideas & Programming Workshop	6:00 - 8:00pm Community Meeting #2 Alternative Concepts Pin-Up and Presentation	6:00 - 8:00pm Community Meeting #3 Issues/Ideas & Programming Workshop
8:00 PM			
9:00 PM			

LEGEND:  
 Studio Open to Public  
 Community Events



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## 2) PORT OF GREEN BAY MISSION

*“The Port of Green Bay exists to enhance the prosperity of the people of Northeast Wisconsin by providing facilities and infrastructure able to effectively and efficiently move commodities and goods across the nation.”*

Because a major piece of the Port’s mission is to provide facilities and infrastructure, the Port rose to the challenge of leading the development of a Renard Island End-Use Plan.

Another key piece of the Port’s mission is to enhance the prosperity of the people of Northeast Wisconsin. This goes beyond the day-to-day facilitation of shipping. In this case, it meant developing a plan for an island that would enhance the community. It also meant getting stakeholders and the public involved to gather ideas and establish consensus about the future use of Renard Island; benefitting stakeholders and the public by helping the community prosper.

One of the overall communications program objectives for the Port is to create community awareness of, and support for, the Port and its operations, including outreach efforts when developments may impact those using the water. Creating community awareness and support of the Port’s development efforts were key parts of Renard Island planning.

## 3) PLANNING & PROGRAMMING

The desired results of the outreach and awareness effort were twofold:

- Make stakeholders and the general public aware of, interested in, and involved in the series of meetings and interactive planning events; ultimately creating consensus on the future of the island.
- Develop excitement and a sense of ownership for the Renard Island project among the target audiences.

Specifically, the communication goals included the following:

- Generating 10 media placements about the Renard Island planning events, encouraging participation in, and understanding about, the process.
- Creating an active participant base in the meetings and planning events; drawing 50 key stakeholders to targeted meetings and at least 100 members of the public to the public meeting/planning events.

The target stakeholders included, but were not limited to: Port stakeholders, local elected officials and related department heads, business leaders, the environmental community, recreation and tourism industry and the general public.



## 4) ACTIONS & OUTPUTS

The strategy to achieve these goals and objectives was to reach out to the targeted audiences through direct channels, social, online and earned media to educate and encourage participation in the events.

The following tactics were used:

- **Expanding information on the Port's Renard Island webpage.**  
This gave the public and stakeholders the resources needed to become educated about Renard Island and its history, so that they could offer informed opinions.
- **Developing a Renard Island fact sheet for the media.**  
A fact sheet with similar background info was developed specifically for reporters' background knowledge and was sent out to the media when other materials (news releases, media alerts) were sent.
- **Drafting and distributing invitation letters to stakeholders for listening sessions/meetings.**  
Specific organizations and people were identified as key stakeholders and were invited to attend focus group meetings to provide initial feedback on the potential opportunities for the end use of the island. The stakeholder listening sessions were divided into focus groups organized by people with similar interests and backgrounds (e.g. recreation, habitat).
- **Pursuing earned media opportunities.**  
News releases were developed and distributed at key points in the process, including the initial public meeting, tours of Renard Island and the three-day interactive planning event.
- **Leveraging the Port's active social media platforms.**  
Facebook Events for the initial public meeting and the three-day interactive planning event were published and "boosted" to increase reach. Additional organic posts on Facebook and Twitter were scheduled for the weeks leading up to the meeting and the planning event. Posts were also developed and distributed to key collaborators for use on their social platforms.
- **Holding news media briefings throughout the process.**  
The media was invited to an advance tour of Renard Island to provide reporters with background as well as encourage attendance at the upcoming public/stakeholder tours. Additionally, a media briefing took place prior to the three-day interactive planning event to give the media visuals and one-on-one interviews with project leaders.



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The timeline for the communication plan development, strategy and implementation was August to November 2018. In November, the stakeholder/public participation effort concluded and the team began writing the End-Use Plan, which will be presented to the County in late spring 2019.

## 5) OUTCOMES & EVALUATION

The Renard Island stakeholder/community education and outreach effort had strong results. There was continuous participation by stakeholders and the community. The interactive nature of the process resulted in consensus on many ideas that are being incorporated into the Renard Island End-Use Plan. It is truly reflective of the community's needs and wants. That was the main desired outcome of the effort. A few additional outcome specifics:

- The meetings and planning sessions were well-attended, with 200 members of the public and 50 stakeholders participating in the process.
- Social media measurements showed that the reach on the platforms of Facebook and Twitter was significant. The two Facebook Events alone reached over 15,500 people and garnered over 280 event responses. Additional social media posts about the events had an additional sum reach of 3,100.
- Earned media outreach resulted in noteworthy local media coverage, including 17 stories from the following media outlets: WLUK-TV, WFRV-TV, WGBA-TV, WBAY-TV, Wisconsin Public Radio, Midwest Broadcasting radio group, Green Bay Press-Gazette, The Press-Times, the Appleton Post-Crescent, Manitowoc Herald Times-Reporter, Marshfield News-Herald, Oshkosh Northwestern, Stevens Point Journal, Sheboygan Press, Wausau Daily Herald, Wisconsin Rapids Tribune and Fond Du Lac Reporter.