

# WISCONSIN DEPARTMENT OF MILITARY AFFAIRS

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Director of Communications/Project Manager



# INTRODUCTION/WELCOME

# GRANT PROGRAM

## OBJECTIVE



- Enables the Wisconsin Department of Military Affairs to work with Dane County Regional Airport to develop a community outreach plan in response to the arrival of the F-35A at Truax Field Air National Guard Base.
- The mission of the 115th Fighter Wing is to deliver dominant combat airpower and provide agile support for domestic operations, including providing homeland defense under the operational command of NORAD (North American Aerospace Defense Command).
- The study endeavors to bring the community and military together to collectively manage compatible use issues related to noise and proactively address impacts through education and best planning practices.

# GRANT PROGRAM

## DETAILS



- WI Department of Military Affairs applied for the grant in response to community concerns regarding the basing of the F-35
- Awarded \$798,000.00 to WI Dept of Military Affairs by the Office of Local Defense Community Cooperation (OLDCC)
- Funded through the Installation Resilience Program
- Awarded as a planning grant to assist in facilitation of community outreach and education as well as information/data collection efforts in support of noise mitigation
- Current contract with Future IQ is to assist in facilitation of local community outreach and engagement



# ADDITIONAL OPPORTUNITIES FOR ENGAGEMENT

## F-35 Operations

- Dane County Regional Airport – Part 150 Study
- Next meeting February 20, 2024, 5:30 -7:30 pm

## PFAS/PFOA Concerns

- Upcoming Community Involvement Plan development and eventual publication
- Will enable community members to understand the ways in which they can participate in decision-making throughout the installation cleanup process
- WI Dept of Military Affairs developing updated PFAS/PFOA webpage for up-to-date information.



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# MADISON F-35 COMMUNITY CONNECTION

## COMMUNITY LISTENING SESSIONS

1, 2 & 3 February 2024







# PROJECT OBJECTIVES

- The Wisconsin Department of Military Affairs (WDMA) received a Department of Defense grant for community outreach and education.
- The five-month Madison F35 Community Connection project aims to build a stronger relationship between the Madison community and the 115th Fighter Wing at Madison's Truax Field through education and engagement.





# PROJECT WEBSITE

## www.MadisonF35.com



- [HOME](#)
- [ABOUT](#)
- [DISCUSSION BOARDS](#)
- [LISTENING SESSIONS](#)
- [RESOURCES](#)
- [CONTACT US](#)



WELCOME TO THE  
**MADISON F35 COMMUNITY CONNECTION**  
PROJECT

# COMMUNICATIONS TOOLKIT



## Help us spread the word!

The Madison F35 Community Connection project aims to build a stronger relationship between the Madison community and the 115th Fighter Wing at Madison's Truax Field. We need your help to reach as many stakeholders as possible! This toolkit provides social media tiles, logos, literature, and materials will be added throughout the project.

Please use these on your personal or business communications to help us spread the word about the Madison F35 Community Connection Project.



Raise awareness: share these tiles on your social media



[Download Launch Tile >>](#)



[Download Discussion Board #1 Tile >>](#)

# SOCIAL MEDIA TILES



MADISON F35  
COMMUNITY CONNECTION

THE MADISON F35  
**COMMUNITY CONNECTION**  
PROJECT HAS LAUNCHED



[madisonf35.com](http://madisonf35.com)

This tile features a background image of an F-35 fighter jet in flight. On the left is a circular logo with the text 'MADISON F35' at the top and 'COMMUNITY CONNECTION' at the bottom, containing four white fighter jet silhouettes. The main text is in white on a blue background, and the URL and QR code are on a green background at the bottom.



MADISON F35  
COMMUNITY CONNECTION

MADISON F35 COMMUNITY CONNECTION PROJECT  
**JOIN THE CONVERSATION**  
DISCUSSION BOARD #1 OPEN



[madisonf35.com](http://madisonf35.com)

This tile features a background image of an F-35 fighter jet flying over a body of water. It includes the same circular logo as the first tile. The text is white on a blue background, and the URL and QR code are on a green background at the bottom.



MADISON F35  
COMMUNITY CONNECTION

MADISON F35 COMMUNITY CONNECTION PROJECT  
**COMMUNITY LISTENING**  
SESSIONS FEB. 1-3



[bit.ly/M-F35-Listening](https://bit.ly/M-F35-Listening)

This tile features a background image of a modern glass building and a street with trees. It includes the same circular logo. The text is white on a blue background, and the URL and QR code are on a green background at the bottom.



# ONE PAGERS



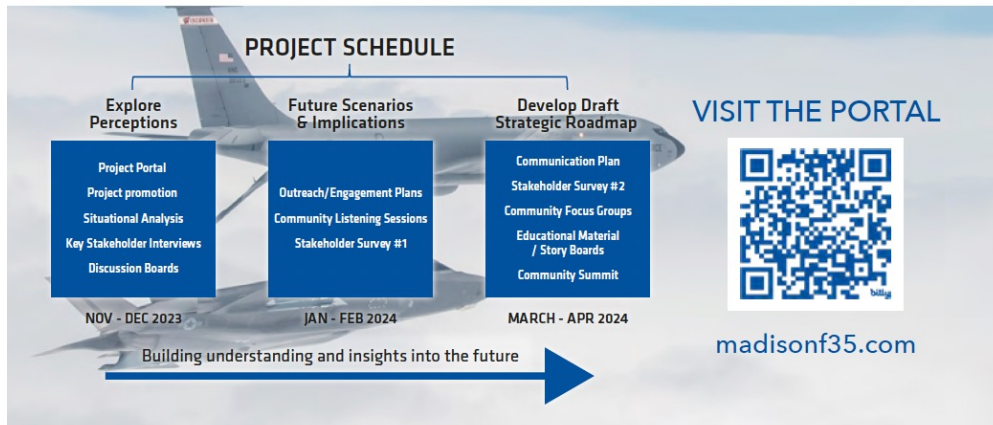
## STRENGTHENING THE RELATIONSHIP WITH THE COMMUNITY

The Madison F35 Community Connection project aims to build a stronger relationship between the Madison community and the 115th Fighter Unit at Madison's Truax Field through education and engagement.

The Wisconsin Department of Military Affairs (WDMA) received a Department of Defense grant for community outreach and education.

Community engagement will be key and will include:

- Project, Communication, and Education Plans
- Stakeholder Surveys
- Online Engagement Opportunities
- Key Stakeholder Interviews
- Town Hall Meetings
- Community Focus Groups
- Listening Sessions
- Community Summit

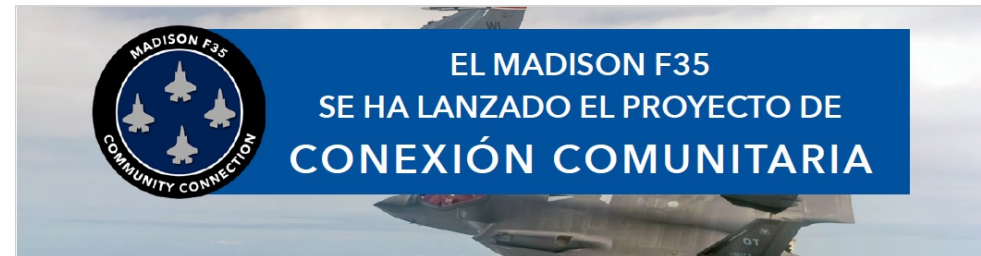


## FOR MORE INFORMATION:



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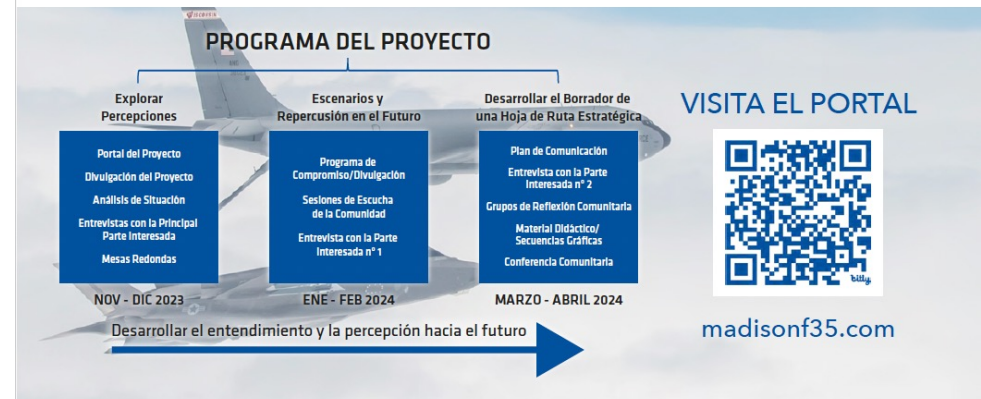
## FORTALECER LA RELACIÓN CON LA COMUNIDAD

El proyecto de conexión comunitaria Madison F35 aspira a forjar una relación más fuerte entre la comunidad de Madison y la Unidad 115th Fighter en el Campo Truax de Madison a través de la educación y el compromiso.

El Departamento de Defensa de Asuntos Militares (WDMA) recibió una subvención del Departamento de Defensa para la educación y divulgación de la comunidad.

El compromiso de la comunidad será clave e incluirá:

- Proyecto, Comunicación y Planes de Educación
- Sesiones de Escucha
- Grupos de Reflexión Comunitaria
- Entrevistas con las Principales Partes Interesadas
- Entrevistas con las Partes Interesadas
- Reuniones con el Ayuntamiento
- Oportunidades de Compromiso Virtual
- Conferencia Comunitaria



## PARA MÁS INFORMACIÓN:



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# DISCUSSION BOARD #2

## DISCUSSION BOARD #2: COMMUNITY CONNECTION NEXT STEPS

[Home](#) » [Madison F35 Community Connection](#) » [Discussion Boards](#) » [Community Connection Next Steps](#)



The 115th Fighter Wing has grown from propeller-driven aircraft to F-16s to F-35s. Read more about the 115th's history [here](#). The Madison F35 Community Connection project is a relationship-building exercise between the 115th and the Madison community. We've heard the importance of hosting both weekday evening and weekend events – contribute to the event logistics conversation [here!](#)

**Now, we would like your ideas for the next steps in the 115th Fighter Wing's community outreach program.**

What specific issues or concerns should the program address in the future? How can the Wing enhance its communication and collaboration with the community to foster a mutually beneficial relationship? Share your vision for the future of the Wing's community engagement efforts.

What specific next steps will help build the relationship between the 115th Fighter Wing and the Madison community?





# Community Listening Sessions

- What specific issues or concerns should need to be addressed and in the future?
- How can the Wing enhance its communication with the community to foster a mutually beneficial relationship?
- What is your vision of the future of community collaboration with the Wing?



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WELCOME TO THE  
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PROJECT





# NEXT STEPS (FEB – APRIL)

## PROPOSED SCHEDULE - TBC

- Situational Analysis Meeting (1 February)
- Community Listening Sessions (1-3 February)
- Stakeholder Survey #1
- Survey #1 results on website
- Community Focus Groups
- Stakeholder Survey #2
- Educational Outreach/Story Maps
- Community Summit