



# Dialogue Report

## Now is the Time for a Community Conversation on AI Data Centers and the Environment – What’s the Impact?

### Executive Summary

This report summarizes the *“Now Is the Time for a Community Conversation on AI Data Centers and the Environment - What’s the Impact?”* convened on May 7, 2026 at Retzer Nature Center in Waukesha County to engage residents, business owners, legislators, municipal staff, and community organizations in dialogue about the growth of artificial intelligence (AI) data centers in Waukesha County and Wisconsin. The event was designed to create an open, structured space for participants to discuss both the benefits of AI and the environmental, economic, and civic concerns associated with the infrastructure needed to support it.

The program began with a presentation by Dr. Joseph Piatt PhD., professor of Chemistry and Environmental Science at Carroll University, on “The Environmental Impacts of Data Centers in Wisconsin. Dr. Piatt’s presentation was followed by an explanation of the facilitated small group dialogue purpose and process.

A total of 41 individuals participated in the program. Participants were randomly assigned to eight facilitated small groups, where they responded to structured questions about their experiences with AI, their primary environmental and natural resource concerns related to AI data centers, and what actions they believe are needed now. The structured dialogue was followed by an open Connected Conversation and participant feedback surveys.

Participants recognized that AI can provide meaningful benefits, including improved efficiency, support for writing and planning, faster analysis of information, and potential advances in fields such as medicine, education, business, and creative work. At the same time, many emphasized that AI outputs require human judgment, review, and accountability. Concerns were raised about privacy, accuracy, misinformation, bias, intellectual property, employment disruption, unequal access, and the potential weakening of critical thinking and human connection.

The most prominent environmental concerns focused on the physical demands of AI data centers. Participants repeatedly identified water use and water quality as their leading concern, especially in light of Waukesha’s regional water history and dependence on Lake Michigan water. They also raised concerns about electricity demand, fossil fuel use and emissions, higher

utility costs, land conversion, loss of farmland and habitat, noise and lighting impacts, rare mineral use, and the long-term disposal or reuse of data center infrastructure.

Across the dialogue, participants expressed a strong desire for greater transparency, public education, policy development, and community involvement before additional data center decisions are made. Non-disclosure agreements limited public information, and the speed of development contributed to concerns that communities may be asked to absorb long-term environmental and financial costs while private companies receive the primary economic benefits. Many participants called for stronger regulation, clearer disclosure of water and energy needs, long-term planning, and safeguards to ensure that data center development does not undermine community resources or ecological health.

Overall, the conversation revealed that participants are not simply opposed to AI but want its use and supporting infrastructure to be approached with caution, accountability, and public oversight. The dominant message was that now is the time for education, transparency, regulation, responsible planning, and organized civic engagement so that decisions about AI data centers reflect the long-term interests of residents, local governments, natural resources, and future generations.

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## Purpose of Community Conversation

The purpose of the Community Conversation was to bring residents, business owners, legislators, and municipal staff together to engage in a small group facilitated dialogue that would organically raise community conversation about Data Centers designed to support Artificial Intelligence (AI) establishing in Waukesha County and other locations in the state of Wisconsin. The conversation was designed to dialogue about the positive gains from human use of AI as well as the potential environmental impacts of locating data centers in our communities.

The insights obtained from this event will support the WCGT in shaping programs and communications that respond to community concerns about the impact of human activities on the changing climate and ecological decline within our County and region. This work is essential to safeguarding the current physical environment and economic stability of our community.

## Program Overview

The community conversation program was promoted as “*Now Is the Time for a Community Conversation on AI Data Centers and Environment – What’s the Impact?*”. Promotion led with

*“The use of artificial intelligence and data storage is driving the need for new data centers across the United States. Wisconsin is no exception. Many communities across our state are being asked to build new data centers as a source of economic opportunity. With most proposal details hidden behind non-disclosure agreements and the state offering limited regulatory guidance, communities are left to fend for themselves to determine the costs and benefits.”*

Participant expectations were also set in advance with an explanation of what participants were attending.

*“A community conversation is a structured dialogue of active listening and sharing that brings together members of a community to discuss shared concerns, ideas, and aspirations. The main purpose of a community conversation is to create an open and inclusive space where diverse voices can be heard and ideas can be shared.”*

And participants were given information about why their voice matters.

*“Participation gives you the opportunity to share your unique perspectives, experiences, and ideas and hear those of others. By participating, you can ensure that your perspective is heard, while contributing to the creation of a more inclusive environment, fostering mutual understanding, contributing to the collective community, and inspiring positive change.”*

The program began with a presentation by Dr. Joseph Piatt PhD., professor of Chemistry and Environmental Science at Carroll University, on “The Environmental Impacts of Data Centers in

Wisconsin. Dr. Piatt's presentation was followed by an explanation of the facilitated small group dialogue purpose and process.

Four other local environmentally focused organizations were invited to participate in the event by hosting tables with information about their organization and what they do. Participants had the opportunity to talk with representatives from these organizations prior to the start of the formal part of the program. The organizations present were Focus on Energy, Waukesha Water Utility, Tall Pines Conservancy, Grow Solar Milwaukee-Waukesha. The program was co-hosted by the City of Waukesha Green Team which is a community municipal group of volunteers associated with the Waukesha County Green Team.

## Method for Small Group Dialogue

The method for the facilitated small group dialogues was reviewed by each of the small group facilitators within their groups prior to commencing the dialogue in each group. A total of 41 individuals participated in the program. Upon arrival, participants were randomly placed in one of 8 groups.

Each group contained 4 to 5 participants led by a trained small group facilitator. The role of the small group facilitator was to welcome people to their group, review the dialogue process that was explained in large group; get agreement with participants on the Dialogue Guidelines; remind people about their agreements if they forgot them during the facilitated dialogue; and present the series of questions for response from participants. Facilitators were also tasked with keeping equal time for participant responses and logging anonymous notes from participants. The small groups were informed in advance about the reporting purpose of the anonymous note taking by facilitators.

For the **structured portion of the dialogue**, facilitators presented a series of three questions in "Rounds". During each of the 3 Rounds a single question was presented to the group. Participants were given 1 minute to think about their answer to the question. After that initial minute, each person in the group was given 3 min to respond to the question while other participants listened. If a participant chose not to respond to a question they could "pass" or "pass for now". After everyone in the group responded to the question or passed, the group proceeded to the next Round with another question.

Following the structured portion of the dialogue, participants were invited to engage in a "Connected Conversation" where they had the opportunity to speak with others openly in cross dialogue and ask clarifying questions of others in their group.

Before beginning the Rounds, the following dialogue guidelines were reviewed and participants were asked to confirm agreement with the Dialogue Guidelines, the Form of the Dialogue, and the confidentiality statement.

### Dialogue Guidelines

- We will speak for ourselves and from our own experience using "I" statements when speaking
- We will refrain from criticizing the views of others, attempting to persuade others to adopt our own views, or make broad sweeping statements about groups

- We will listen with resilience, “hanging in” when what is said is hard to hear

### **Form of Our Dialogue**

- We will participate within the timeframes suggested and stay on topic
- We will not interrupt except to indicate that we cannot hear a speaker
- We will respect confidentiality of what is shared and not connect what is said to a specific individual.
- We will “pass” or “pass for now” if we are not ready or willing to respond to a question

### **Regarding Confidentiality**

- We will respect confidentiality of what is shared and not connect what is said to a specific individual.

### **Structured Dialogue Questions**

**ROUND 1 QUESTION** – “Talk about an experience you’ve had (professionally or personally) using AI [Artificial Intelligence] that influences how you think or feel about AI in general?”  
What do you think is the upside of AI? What do you see as the downside?

**ROUND 2 QUESTION** – When thinking about establishing AI Data Centers in Waukesha County or Wisconsin in general what’s your main environmental or natural resource concern? What contributes to that concern?

**ROUND 3 QUESTION** – Finish this sentence. Now is the time for What?

### **Unstructured Dialogue Connected Conversation**

Following the structured dialogue questions participants were invited to take part in a unstructured Connected Conversation where they could speak with others openly in cross dialogue and ask clarifying questions of others in their group.

### **Feedback Surveys**

Participants were asked to fill out a short Pre-Feedback Survey at the registration desk prior to entering the room and a Post-Feedback Survey at the end of the program. Results of those surveys are included in the “Feedback” section of this report.

## **Structured Dialogue – Summary of Participant Comments**

### **Round 1 | Key Themes Raised by Participants**

***“Talk about an experience you’ve had (professionally or personally) using AI [Artificial Intelligence] that influences how you think or feel about AI in general? What do you think is the upside of AI? What do you see as the downside?”***

Participants described AI primarily as a practical tool that saves time, increases efficiency in both professional and personal tasks like planning and writing and helps people work more effectively. They also highlighted its value for improving writing and communication,

brainstorming, planning, and summarizing information. Specialized capabilities of AI use in areas like music, medicine, and education were also mentioned. Across the comments, the strongest positive theme was that AI can help people do particular tasks more quickly with the caveat that AI results still require human intervention and judgment.

#### *Environmental and infrastructure demands*

One of the most prominent concerns mentioned was the environmental and infrastructure demands associated with AI. Participants repeatedly referenced the large amounts of water, energy, land, and other natural resources required to power data centers and AI systems. Some also noted concerns about rare earth mining, agricultural land loss, the limited lifespan of data centers, and the possibility that communities hosting data centers may bear higher utility or environmental costs. Thus, participants viewed AI not only as a digital tool, but also as a resource-intensive tool with significant physical and ecological consequences.

#### *Employment, economic disruption, and inequality*

A second major theme centered on employment, economic disruption, and inequality. Participants expressed concern that AI could replace workers, reduce hiring, eliminate both junior and executive jobs, and make certain professions less viable over time. Some also described feeling compelled to adopt AI to remain competitive, even when they had reservations about its impact. In addition, participants noted that the growing cost of some AI tools could create inequities in who can benefit from them, raising concerns that AI could widen existing gaps between individuals, organizations, or communities with different levels of access.

#### *Effects of AI on human judgement, cognition, and connection*

Participants also raised concerns about the effect of AI on cognition, judgment, and human connection. Several worried that routine reliance on AI could weaken people's ability to effectively learn, think independently, solve problems, or apply their own judgment, with particular concern expressed for children, adolescents, and students. Others described a fear that people may become less communicative, less reflective, or less engaged with one another as AI takes on more tasks previously requiring human effort. In this sense, participants framed AI not only as a productivity tool, but also as a potential influence on how people think, relate, and make decisions.

#### *Privacy, trust, accuracy, and transparency*

Concerns about privacy, trust, accuracy, and transparency were also mentioned. Participants questioned the confidentiality of information that is entered into AI systems and expressed uncertainty about how outputs are generated, what sources are used, and whether those outputs are checked for correctness. Some gave examples of AI-generated

output that was incomplete, inaccurate, or lacking in nuance. Participants who found AI helpful also emphasized that its output required human review and correction.

### *Ethical, social, and cultural concerns*

Finally, participants described a series of ethical, social, and cultural concerns related to AI's growing presence. These included the potential for misinformation, bias, unrealistic representations of reality, weak legislative regulation, and a lack of accountability for harmful or misleading outputs. Some participants were also troubled by the use of creative or scholarly work without attribution, raising concerns about intellectual property and the displacement of writers, artists, and other creators. Others expressed frustration that AI is increasingly embedded in everyday tools and searches without clear user choice, leading to a sense that AI is becoming difficult to avoid even for those who do not wish to use it.

## Round 2 | Key Themes Raised by Participants

***When thinking about establishing AI Data Centers in Waukesha County or Wisconsin in general what's your main environmental or natural resource concern? What contributes to that concern?***

Participants identified water use and water quality as the leading concern about AI data centers, especially given existing regional water issues related to the City of Waukesha. They also raised concerns about energy demand, increases in emissions and utility costs, and the loss of farmland, habitat, and open space. Participants emphasized concern about transparency, oversight, and long-term planning. Concerns were also raised that communities could bear lasting environmental and financial costs while private companies receive the primary economic benefits.

### *Water use and water quality*

The most frequently cited concern was water use and water quality. Participants repeatedly emphasized the amount of water required to cool large data centers and questioned whether this level of demand is appropriate in a region already shaped by water supply challenges. Several comments referenced Waukesha's history of groundwater limitations and its current dependence on Lake Michigan water, raising concern about whether additional industrial demand could strain existing systems. Participants also expressed concern about the potential for groundwater contamination, thermal pollution, and uncertainty regarding the quality of water returned to the environment after use. These concerns were often framed in relation to the long-term protection of the Great Lakes, local watersheds, wetlands, and aquatic ecosystems.

### *Energy demand, power generation and emissions*

A second major theme involved energy demand, power generation, and emissions. Participants noted that AI data centers require substantial amounts of electricity and questioned how that energy would be generated, who would bear the cost, and whether increased demand would lead to new fossil fuel infrastructure. Concerns included higher utility rates for residents, increased methane or other fossil fuel use, added transmission infrastructure, and the impact on climate change and air quality, and concern that energy demand would outpace clean energy development.

### *Land use, habitat loss, and broader ecological effects*

Participants raised significant concerns about land use, habitat loss, and broader ecological effects. Comments reflected worry that data centers could consume farmland, natural areas, wetlands, and other open spaces, contributing to sprawl and reducing land available for housing, agriculture, or conservation. Many participants pointed to the possible disruption of wildlife habitat, native vegetation, bird migration, and soil health, as well as related concerns about noise, lighting, and community character. For several participants, land conversion was especially troubling because it was viewed as difficult or impossible to reverse once development occurs.

### *Uncertainty, oversight, and transparency*

Another important theme was uncertainty, oversight, and transparency. Participants described a lack of clear information about the full environmental effects of AI data centers, including water consumption, energy sourcing, contamination risk, facility lifespan, and end-of-life management. Some expressed frustration that communities may be asked to make decisions before sufficient data, public dialogue, or regulatory safeguards are in place. References to non-disclosure agreements, limited oversight, and uneven local decision-making contributed to a perception that environmental risks may not yet be adequately understood or governed.

### *Long-term lifecycle and community cost*

Finally, some participants raised concerns about the long-term lifecycle and community cost of AI Data Centers. Several questioned what would happen when facilities, cooling systems, and server infrastructure become obsolete. Others raised issues of fairness suggesting that while private companies may realize economic benefits, local communities could face long-term costs through degraded natural resources, higher utility bills, and future remediation needs.

## Round 3 | Key Themes Raised by Participants

### ***“Finish this sentence. Now is the time for What?”***

Overall participants view Now as the time for education, transparency, regulation, planning, and community action. Their responses reflect a desire to ensure that decisions about AI data centers are made with better information, stronger public accountability, and greater attention to long-term community and environmental consequences.

#### *Education and informed public understanding*

One of the strongest themes raised by participants was the need for broader public education about artificial intelligence and the infrastructure that supports it. Participants said people need clear, unbiased information about both the benefits and the risks of AI, as well as the environmental, economic, and social implications of large-scale data center development. Several comments also stressed the importance of educating elected officials.

#### *Policy, regulation, and guardrails*

Participants repeatedly said now is the time to establish policies, regulations, and guardrails before additional AI data centers are approved. Many expressed concern that current laws are not keeping pace with rapid technological change and that state and local governments do not yet have adequate legislation in place. Suggestions included stronger government oversight, statewide commissions, clear land, water, and power-use regulation, and requirements that communities receive tangible benefits and protections if developments move forward.

#### *Transparency and full disclosure*

Participants called for full disclosure regarding data centers’ projected power and water use, employment impacts, infrastructure demands, and long-term costs and benefits. Non-disclosure agreements and late-stage public notification were viewed as barriers to informed community participation. Many participants argued that communities should be involved earlier and should not learn about projects only after key decisions have effectively been made.

#### *Slowing down development and assessing long-term impacts*

Concern was also expressed that the current pace of development is too fast and that communities are being asked to respond before they have enough information such as long-term environmental, ethical, and economic consequences, effects on water resources, electricity demand, farmland, local infrastructure, and future generations. Some called for a pause on new construction until stronger planning, policies, and oversight are in place.

### *Civic action and community organizing*

Finally, many participants framed this moment as a call to action saying “now is the time” for people to get involved by attending planning meetings, contacting legislators, talking with neighbors, following local elections, and holding both government and corporations accountable. There was a clear sense that community voices need to be more organized and more persistent if they are to influence decisions. Several comments stressed that residents still have power, but only if they act collectively and remain engaged.

### **Connected Conversation**

This unstructured time gave participants the opportunity to speak with others openly in cross dialogue and allowed participants to follow up on each other’s responses from the previous rounds of discussion.

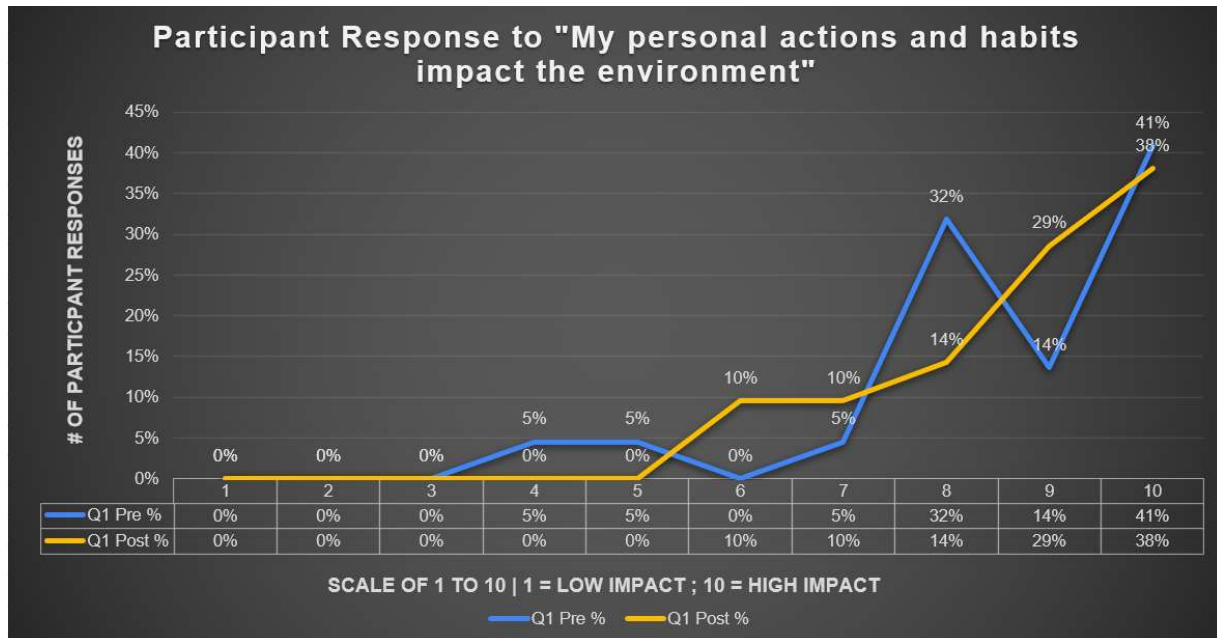
In general, participants acknowledged useful applications of AI in medicine, task management, and workplace efficiency while at the same time expressing concerns that AI is moving too quickly and may reduce critical thinking, human connection, creativity and employment opportunities returned to concerns about data centers’ energy use, water needs, emissions, land use, soil loss, and long-term environmental footprint, including what happens when facilities become obsolete.

Several participants expressed the need for public input and organizing to provide input before decisions are made. Participants also reiterated that the infrastructure cost and environmental impact of data centers need to be the responsibility of the corporations who bear economic benefit not the residents of Wisconsin.

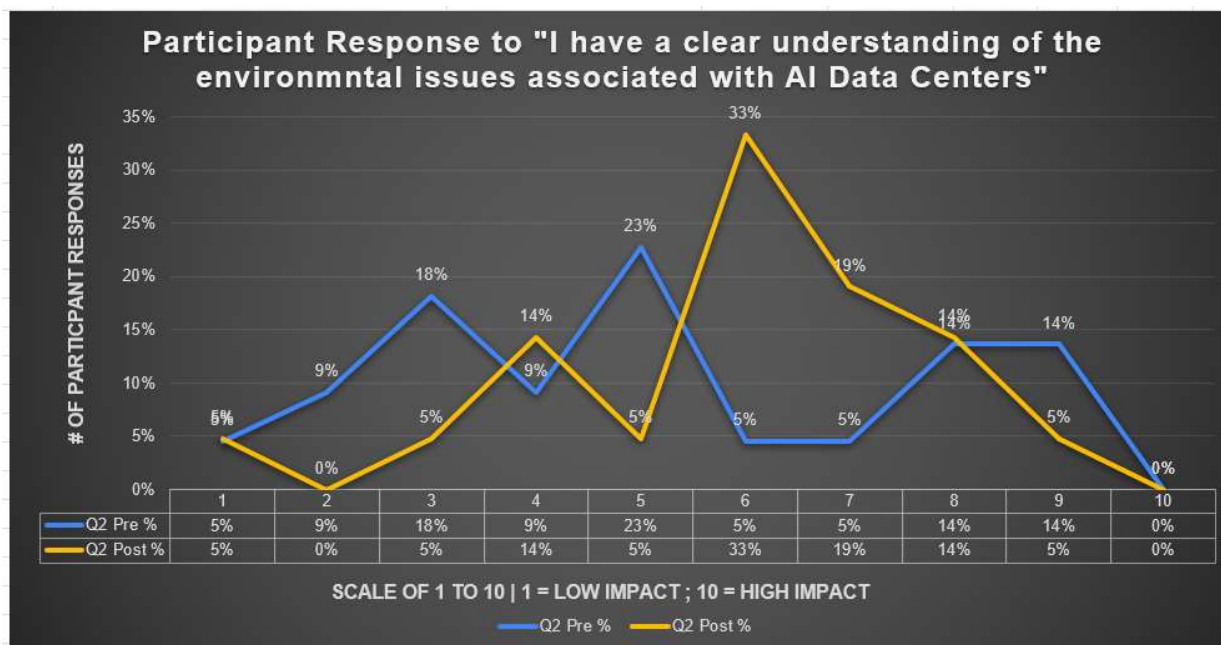
Participants valued the opportunity to talk together and repeatedly stressed the need for residents, professionals, coalitions, and policymakers to engage earlier, organize more effectively, and push for informed decision-making before it is too late.

## Feedback Form Surveys

**Pre and Post Feedback Surveys Question 1. Responses remained about the same from an average response of 8.6 pre-program survey to 8.3 post program survey.**



**Pre and Post Feedback Surveys Question 2:** Responses rose from an average response of 4.6 pre-program survey to 6.1 post program survey.



**Post Feedback Survey Question 3:** How willing are you to recommend this experience to another? Average response 8.66

Comments: Why or why not?

- Good dialogue, nice to be with kindred spirits
- Therapeutic
- Great discussion; controlled and useful
- Human need to talk about where we're housing the robots!
- Good commentary with the groups sharing; lots of new info!
- Excellent; promotes understanding and community
- I would have liked to have known this was a small group discussion in advance in addition to presentation - a bit blind-sided.
- We all need to hear the potential impacts of AI
- I like the participation after group instruction

**Post Feedback Survey Question 4: What was most satisfying or valuable about this experience?**

- input by speaker; Good points made in conversation
- Information
- Getting different perspectives from people who know things I don't
- Hearing other perspectives

- Discussing issues with others
- Meeting people and interrelating
- Sharing time with people
- Hearing other people's views
- Presentation; small group perspectives and complexity of issue
- Connecting with humans and learning
- Learn more about AI in a way that was helpful
- Connecting with others who have concerns and care about our community and environment
- The power point presentation was good, gave me a basic understanding and led to good discussion in group time
- Meeting others, hearing their perspectives and experiences
- The PPT and discussion
- Learning more; hearing from others
- Meeting people from the community
- Talking to others and other viewpoints
- Gaining more understanding through data
- Community Dialogue
- The presentation by Dr. Piatt, sharing with others
- Awareness, understanding concerns of AIDC
- Learning more about data centers
- Dr. Joe's presentation

**Post Feedback Survey Question 5:** In your personal opinion, what are you most concerned about environmentally in your community?

- Water and land use
- Water usage and quality
- Apathy and lack of will to protect the environment
- Flooding, climate change, political divide
- Water, land, electricity
- Land use and sprawl
- Land and water use
- Water and pesticides
- Over development of land
- The total impact it will have on humans, resources, and impact on natural resources
- Land use and water use and impacts to wildlife
- climate change
- Power of large private corporations such as data center owners
- Land being used for data centers and the effect on nature and human health
- What will ? get out of it while demolishing everything around it
- Flooding, too many lawns not enough trees, the village removes trees or asks WE Energies to remove them
- Water usage impact
- losing habitat and ecosystem
- Water, agrochemicals, pollution

- Energy use, water use
- land use, water
- power needed to run DC and where is it coming from and when power outage occurs how will my home be impacted
- water, pesticides and herbicides; amount of building
- water.

### Post Feedback Survey Question 6: What is your age?

| Age Range | Percent Attending |
|-----------|-------------------|
| 18-24     | 0%                |
| 25-34     | 3.5%              |
| 35-44     | 13.8%             |
| 45-54     | 17.2%             |
| 55-64     | 27.6%             |
| 65-74     | 31%               |
| 75+       | 6.9%              |

### Post Feedback Survey Question 7: What County do you live in?

#### Percent of Participants

|                  |     |
|------------------|-----|
| Waukesha         | 97% |
| Milwaukee        | 0%  |
| Washington       | 0%  |
| Jefferson        | 0%  |
| Other [Walworth] | 3%  |

## Appendix A: All Participant Comments

### Question 1

*“Talk about an experience you’ve had (professionally or personally) using AI [Artificial Intelligence] that influences how you think or feel about AI in general? What do you think is the upside of AI? What do you see as the downside?”*

- Working on a document today, I was irritated when AI popped up, stepped in. I questioned the confidentiality of my work. I questioned the statements proposed but they made me think differently. The resulting document was different from what I had planned, AI may have improved the output. The difference in process is similar to going from an agricultural society to an industrial society.
- My hobby is music composition. AI opened me up by interpreting my compositions and playing it back so I can critique it. It would cost thousands of dollars to have professionals play the music for me to listen to, but AI does it nearly instantly. Questions are, How will AI diminish professional experience, or perhaps how will it democratize the composing process. I have some concern about how much energy the AI process uses.
- My daughter is a pharmacology doctor. She is starting to use AI to integrate data from many studies. The goal is personalized prescriptions for individuals. This is so new, society needs someone to push back, to “steer the ship”, to criticize the process, to provide guardrails. I worry that lots of people will lose their metrics-based jobs. I also wonder about a loss of critical thinking among people in general.
- I am a small business owner. I use AI to plan. I bounce ideas off AI. Because of privacy concerns, I have a paid account. I’m concerned about the amount of land and water consumed by AI, but my business will be left behind if I don’t use it. It has been very helpful to my business.
- The treasurer of my Home-owner Association is inept. I am a CPA and asked AI to create procedures that the treasurer of a HOA should follow. The information did not seem useful, so I wrote my own and used the list to evaluate. The information from Google AI did help me with one thing that was missing in my plan. It made me realize that AI cannot think of it all.
- AI does influence my personal life on social media. It directs information to me based on my search history. The positive is that it builds on my thoughts and beliefs. The negative is that it creates a narrow view. I only get things that AI thinks I will want to hear.
- My use of AI is minimum, basic. I occasionally do Google searches. I see both positive and negative potential. It can help with medical advances. But people are less communicative because of the time they spend on computers.
- I converted from minimal AI usage to using AI nonstop because of the efficient workflow. I see a huge divide between those who are pro and those who are afraid to use AI. Some of my processes are cut from a whole day to one hour. I am most frightened by the large water use, also that junior levels and higher level positions will be cut in businesses. This is due to just how crazy it is that efficiency is so increased. Due to increasing costs (some tools have gone from \$30 to \$500 to use) there is an issue of

equity which is concerning. Also the water use, the biological impacts, the land, and agricultural loss.

- How it will contribute to higher education in agriculture. The AI revolution would cause my job to be completely different now. My job was in agriculture. Presently I only use AI on my phone. Google is cool you get quick answers. The downside of AI is that the power can be misused for misinformation, loss of jobs and creating an unrealistic world.
- We use it at work for efficiency except now there are so many fees. I worry about people using it to learn instead of first using their head. I see it as an advantage for use in e-mail to increase the professionalism of the writing. My concerns are about the environment and that the data centers only have a lifetime of 10 to 15 years. The reality is that greed is winning over the health of the environment etc.
- For my consulting work I use a little bit of it for interaction. It's free, it's fast, and it displays formats. Water usage is the downside. The costs of using excessive amounts of water are prohibitive. Regarding jobs, I have two daughters and the impact on their careers may be significant. The lack of regulations is a concern because there is such rapid development.
- Use AI for writing. Reduces time, so many uses. Concerned about power use and communities paying more for energy.
- Always there. Good to edit emails. Concerned about environmental impact.
- Schools using AI causing less of own mental process. Future brain loss. Concerned about land use.
- Concerned about privacy, job loss, and reinforce what has already believed, no new knowledge.
- All use AI everyday for efficiency, collective use to have joy. Concerned about not using human thinking process and land and energy use.
- I use AI in my daily work life to write process documents and emails. I use it to check my tone to make sure it's not angry. Upside - it helps me be better at my job. I've appreciated it when I'm tired. Downside - I don't assess the documents for myself and use my brain.
- I've been retired for 8 years and haven't experienced AI professionally as much. I use it relatively often. Easier than a google search to ask chatGPT questions. When I first used it, it shook me to my core that it will change the world the same as the internet did. I fear for my children's careers. Accounting and law could be obsolete. It seems Sci-Fi about it being sentient but it's plausible to me.
- I've used AI to compose letters, email, ask about a license plate. Downside is ability to think, humanity, connect, employment. I like using it but I want some humanity.
- As an educator I see value for targeted use as a tool but not as a substitute for cognition and critical thinking. I begrudgingly use it so I can understand. I can tell when students use it.
- I can't help but use it, because every time there's a google search it starts with it. I have only intentionally used it once to try to get an objective perspective on finding themes from data and I thought it was very useful but limited. It definitely required a human to

clean it up. Upside is the possibility for medicine, law, and synthesizing large amounts of data. Downside is people are using it for stupid stuff. So wasteful. The huge energy requirements and ethical implications. Who is checking to make sure the answer is correct or ethical? What about the AI that have encourage people to suicide? Is our IQ decreasing?

- AI is in everything without my knowledge or wanting it. I am concerned for the potential environmental harm of Data Centers (DC). I have used AI for note taking, making to do lists, synthesizing data for themes, creating lesson plans. I have found AI helpful at medical appointments to summarize the visit, especially when seeing multiple providers.
- I don't need or want AI. I don't know how to turn it off and I am worried about the environmental impact of DC. I also worry about being left behind if I don't use AI or know how to use it.
- I don't intentionally use AI but it comes up on my phone in searches. I have concerns about the longevity of DC and what will come of them when they are no longer needed/used. I don't seek out AI.
- I am concerned with AI in the healthcare space because it is only as good as the programming and I am not sure I trust the programming process. I am very concerned about the decline in cognitive function when using AI, especially among children and adolescents. I want to be able to choose AI and not have it running without my approval. I am concerned about the impact of DC on the environment and the rare earth metal mining and lack of resources. Overall, I see much more negative than good for AI. AI should be a decision to use.
- as a writer, it seeks to replace me. Disappointing results – gives summary but if you don't look at the sources, you don't know if it is accurate. Not checked. I use it for a transcript. It generates photos but I feel a moral obligation to seek photos I find.
- Shocked by making photos. AI generates summaries. Daughter is writer. – concerns are huge. Niece's doctoral thesis and research shared with no attribution. In pharmaceuticals, no trust. Lots of ethical issues.
- I use it every day. Writer's block and it helps me generate the first lines. Downside is that it steals everything. Napster steals music. Easily shared.
- I use it but don't always realize it. People will lose jobs because of it in manufacturing or others. It is using energy and space resources. What is the pay off?
- I used Artificial Intelligence (AI) on a new project. This was used for the first time by me. The project was supposed to be completed in three days. I completed it in 45 minutes.
- Question – who puts together all this information? Is it biased? AI took her verbal doctor's conversation with her and summarized it in a document for her medical records. The summary was incorrect. I had to have the doctor correct it.
- When used for medical records, it does not tell you where information is being drawn from, such as Google or where. Do not trust it. AI may be good for some things that are black/white, but there is no nuance. It is only good as a starting point.
- I used AI for performance evaluations of employees. Then I printed those evaluations out and made changes and corrections. AI still needs human intervention.
- I have mixed views. It corrected my reports grammar, but content needs to be reviewed for correctness. It summarized four or five points, but more full verbiage was needed for the final product. AI will cause a lot of job losses or inhibit new hiring. It will affect unemployment.

## Question 2

*“When thinking about establishing AI Data Centers in Waukesha County or Wisconsin in general what’s your main environmental or natural resource concern? What contributes to that concern?”*

- My main concern is the long term impact on water resources. I know so little, it is hard to predict the impact. Water is essential to life. I am scared by the image of the creek drying up. People from other states and locales will want our Great Lakes water; what kinds of conflicts will that lead to?
- We need to learn more about the impact on water use, also increased energy use. I have concerns about air pollution from methane burning, and rate increases to consumers. Guardrails are needed. Also, the impacts of facilities that last only 10-15 years: how to recycle them or dismantle them? I’m glad there are conversations starting in the legislature and among other groups about guardrails.
- We don’t know the environmental impact, and that’s not where money is being invested for data collection. Rich people are infusing big bucks, they promise a lot of jobs, but the jobs will be mostly low paying. And what happens when the facilities are outdated, not recyclable?
- Resources are finite, whether water or land, which may be undeveloped land or farmland. AI seems to ignore the amount of resources that are needed. There is no feedback to individual users (like “your document just used how many Hz or how many gallons of water”). I am concerned about loss of habitat, contamination of the Great Lakes. Our ecosystems are fragile. And just remember that Waukesha already ran out of potable water once, which is why the surface water concession was made.
- This is a new issue for me. I am concerned about land opportunity costs. Better use of the land would be residential or farming. I’m concerned about AI centers’ use of power and water. I would like to know if Waukesha is locked into cost and water use based on the Lake Michigan contract. Also, I feel like I just don’t want it in my backyard.
- I am concerned about water usage. This is using too much of the water from Lake Michigan. I don’t think this type of use of water from Lake Michigan is justified. We’ve already used the water from our aquifer. This is not compatible with Waukesha’s current water situation. Contamination and emissions are not going through. Water is the biggest environmental concern.
- My biggest concern is for the water. People don’t understand that water is a green house gas. At night water vapor goes into the clouds and traps heat. We pump water out but a percentage evaporates into the clouds. We are draining Lake Michigan. The only way is to plant trees around the AI centers to take up the water. We should be planting more trees.
- My main concern is the power generation in general. How will that be created? I prefer solar, wind, or regenerative energy. Currently they’re using gas and other petroleum product fuels. Nuclear power is OK with me as well.
- I have three main concerns. First is water use, second is the lack of rules and regulations, and third is the passing on of the costs. It’s terrifying what could happen to the watersheds. The NDA’s make for a lack of transparency that is upsetting. Yes, jobs

may be provided short term but the potential environmental damage is not worth it. There is a lack of dialogue about the data centers. They're taking advantage of the ignorance of Wisconsin.

- My main concern is the power requirements. Who or what gets priority and how is that decided? Thermal pollution is a huge concern also. The effect on water life, the impact on climate and there's the possibility of a rise in the Great Lakes in temperatures. With all this need for power the addition of more power lines is not something any of us want to look at. Transmission lines are ugly. How many more will be needed? So much depends on the skill level of the local decision makers and that seems to be questionable.
- My main concern is the building footprint and the unsustainable power of habitat and how it affects the ecosystem. How is that being offset? I have concern for the mute living things. What are the costs of this building and construction in both practice and effect? The community shouldn't have to pay for it. We need to be smart about that.
- Water, heat and land. Concerned about what will cascade into community from plant. We don't really know what we are setting up. Need better view of totality when plant closes it seems "willy nilly"
- Concern plants, animals, noise, water and bright light coming into community. how is land going to be given back. Electricity will not be made the same 30 years from now
- Land use, soil health, native plants, animals, lights, bird migration
- Little oversight Not put money into alternative development of electrical alternatives.
- Land use will never get it back. Energy can be managed not land. Too much unknown. Big dollars made off backs of community who pays for use.
- It's really complex. Land, water, power, economics compete. It's not 1 size fits all. Each community needs to think. Specific example of the datacenter [in Joe's presentation] where it's located in a brownfield with water and hydropower, it could be good for the community. A community using ground water as it's water source has no business getting a datacenter. You can't create power if you don't have water. Some communities will be taken to the bank. Companies won't pay taxes. In 15 years they may have to retool the facility. It's not like a renewable energy solar farm built on agricultural land which can be converted back to agriculture after its lifetime.
- Specifically for Waukesha County I'm concerned most about land use. The sprawl issue. And water use. Waukesha struggled for Lake MI water. Where's the water coming from? Electricity is fairly accessible in Waukesha County.
- Water use. Waukesha struggled. To think about big companies I wouldn't trust. People's bills. Noise pollution. Wreck the land.
- Land. Water. Water concerns already exist. Datacenters won't help clean or conserve our water. Our land is so precious. I'm frustrated we keep building things. I drove from Milwaukee to Johnson Creek the last few years on Hwy 94 and all the development. Where are the deer? The birds? Where did the wildlife go?

- Energy use and climate change. The energy required is going to be exponential. We are supposed to be reducing energy and we were decreasing, but now we are increasing. Like a hockey stick. Our energy bills are going to go up. And what about the people who can't afford it already? We won't or can't put in renewables fast enough so we'll keep the fossil fuel plants and build new ones. We should not be putting in any new fossil fuel plants.
- Water usage is my biggest environmental concern. I am also concerned about the soil around DC and the need for rare minerals. What is the emergency plan for DC when things go wrong? Waukesha has beautiful land around it which I fear can be sacrificed for DC and spoiled. My own experiences in nature, like backpacking and hiking have influenced my concerns.
- I am most concerned about the water for DC and where is coming from. Will the water become polluted and impact the environment when it returns to the source. I am concerned about the electricity needed to run DC and where is this coming from? Will DC need coal plants or other non-clean energy sources to create enough power to run the DC? My concerns are influenced by my own learning on this topic.
- I am most concerned about the land usage needed for DC. DC will take up precious land that may be currently natural lands (wetlands, marsh, fields). DC will not contribute to the local community and economy. My concerns are influenced by my job with the city of Waukesha.
- I am most concerned about the use of rare minerals and water usage. I am also very concerned about the need for enormous amounts of electricity to run the DC. There will be health concerns surrounding the power plants and other unclean energy needed to power DC. I fear those making the decisions to install DC are not connecting the dots between DC and health concerns. Those making the decisions for DC are not environmentalists or living in our communities.
- For Waukesha, water use, also electricity needed – mentioned in the presentation. Interesting that WI is chosen because it is colder. More efficient. But not in my backyard I say.
- Water is the biggest issue. Heat – what happens when the environment is manipulated and changes?
- Absolutely agree on Waukesha. Big issue, industry invitation. Concerns on construction industry. Land use. We need neutral and farm land. We can't be healthy without natural resources. We are cool now but won't be. Family land being covered up is deep in my memory. Life span of 5-15 years.
- Heat of the water. But a closed loop is ok but heat will be a problem. What will the heat do to the limestone in Waukesha? King salmon can't spawn. Perch already gone from WI. When they leave Waukesha, sophistication will be the issue. Can Waukesha figure this out? Has no land use policy on this. All these policies, land use, water use, electricity use need to be figured out.
- AI server racks will become an environmental problem when disposal is needed. These so called closed loop systems leak and contaminates will go into the ground creating another environmental problem like P-FAST. Or like fracking, chemicals are left behind and no one knows the long-term consequences of them. We need more solar and battery backup systems to support these data centers. There will be more job losses with AI.

- My biggest concern of these large data centers is the water usage and potential pollution if they put it back into our water systems.
- Water use is a big concern. Waukesha county is now getting water from Lake Michigan, but will inner counties/cities and towns have enough water to support these new data centers?
- There will be too much water usage and ground water contamination. Ground water travels a long way into smaller communities. I am concerned about the purity of water after the Data Centers use it and return it into the environment.
- Well water that gets tested if found contaminated gets chlorinated for a long period of time and tastes bad.
- I love Wisconsin state forest and clean air and water and I want it to stay that way. I want the whole process (permitting) to slow down. There are too many unknowns as of today.
- What is the longevity of the Data Centers or computers and equipment before they have to be replaced. In a closed system there will always be maintenance to clean the system out. What happens to the cleaning process and how does it affect us and the environment.

### Question 3

*“Finish this sentence. Now is the time for What?”*

- Education, testing and review of all aspects of AI. We need to make sure people understand AI, both its risks and benefits.
- Creation of Guardrails. We need ongoing research into both benefits and downfalls of AI. We need increased government oversight.
- People to get more involved. People need to take small steps, many options for involvement. We need to find out how neighborhoods are impacted, we should pay attention to AI in the news, we should hold our elected officials to their responsibility to speak about it and research it. We need to hold both ourselves and our leaders to get involved and participate in this issue.
- Discussion, footprint notification (to individual users), and government regulation. We need 7-generation thinking: how will our kids' cognition be affected? Will AI replace knowledge / learning of arithmetic for kids? Will only social skills be important?
- Our politicians need to be educated so they can make good decisions on the environment. Water is the number one green house gas. The aquifers are drying up. We need to plant more trees.
- It's time for thoughtful informed non-partisan learning from educated people and different perspectives need to be heard. We need to come up with policies before approving any AI centers.
- It's time to pause new construction and reviewing costs, benefits, impacts, at the local, regional and state levels. We need more information to make good decisions. This technology seems advanced but in ten years some better technology may make this obsolete.

- I wish the speaker would have talked more about the bill that didn't pass. Things are moving so fast no one is keeping up. It's time for more dialogue! We need to know more about the cost benefit analysis and the societal repercussions.
- It is time for full disclosure from companies about the data centers specific needs, anticipated and known. What will be the impact on natural resources. There are data centers extant all over the world. They know the answers to these questions. How much money will it take?
- Now is the time for policies. We need legislation or put before the legislature. We need cost analysis. The question is do we need all these data centers? Is this another Foxconn debacle in the making? We need to raise awareness in communities as well as in the legislature about the impact on farmlands and more.
- Now is the time for more organizing. We need more people involved. We need to be lobbying. We need to bring awareness to local elections. We have the power and we need to remember that. I lived and worked in Washington DC for 15 years I know that the reason why the bill passed the legislature is due to lobbyists.
- Quickly organize more unity not only in my backyard.
- Stand up and share your knowledge. More people need to be aware.
- States and organizations need to better inform the people.
- Education. Need to hear both sides of the issue. More regulations. We do have land.
- Moral awakening. How do people take it to power? Power dynamics. Make sure whole community has a vote.
- Regulation. I don't know what it looks like because we're all stumbling around. Consistency, best practices, and regulation. Some level of oversight. Because it's not going to stop. We need to coexist.
- We need people to keep speaking up so we know what's coming. Community keeps staying involved. Policies and regulations. We're too late to have these discussions. I already watched the video from the presentation. It's out of community's hands because [development] is past the input stage. I'm questioning, why are we hearing about this now at this point in time versus 5 yrs ago? Is it because it's housing people's private information or because of NDAs? I'm suspicious.
- To get educated. As people we need to make government - city, state - accountable. And corporations as well. Development is forced. Why? How? It's scary. You can lose everything. Why now and not 5 yrs ago? Why not preplan? People could come together. We do we need these big things? Didn't we exist before? Can't we wait until technology gets better and datacenters can be smaller?
- Contact legislators including city, town council. Because of NDAs, once people hear about it, decisions have gone too far. And city and village don't have the expertise. Audit my own AI use. Have the AI industry created a need? Like tobacco. My storage needs. I have pics on my phone from 15 yrs ago that has to be housed. Some regulations so communities benefit, for things not tied to the facility like solar panels for the community, parks, lump sum payments up front, tangible stuff to invest in infrastructure.

- A complete pause, catch up. The purpose of AI needs to be defined. Right now it's just a race to grow in general, to make profit. That's like cancer - it just wants to grow. But it needs ethics, to grow for good. And states need to get experts, look holistically, develop long term plans, protections, what can/can't be done sustainably and where along with community and local government input. And transparency. It's ridiculous that everybody's guessing how much power and water it actually takes. The companies know. How many jobs it will employ. The companies know. Stop all the secrecy.
- Now is the time for ACTION; For people to get involved with their local government, planning committees, talking to neighbors, calling their government representatives and get educated and informed on the issues of DC.
- Now is the time to MAKE THESE DC TALKS/PRESENTATIONS AVAILABLE TO THE PUBLIC. People can then be informed and make better educated choices and see potential for community impact.
- Now is the time for FORWARD THINKING. Ask AI how to stop DC. We need to slow down the process and I would like to see a moratorium on DC until there is proper infrastructure/policies and oversight to guide DC.
- To make corporations pay. Big lawsuit or class action. Electricity rates up but not many jobs created. So if corporations get paid but not much is produced. Not sure
- Responsible development. Data centers driven by who gets there first. Government makes lots of money with more centers but is doing little regulation.
- Slow down the process and examine morally, ethically and environmentally. We aren't thinking.
- Be prepared whether it's rules and regulations about land use, electrical and water use. Make sure data centers will pay and afterwards, we take back the grid from WE Energies.
- The whole process needs to be slowed down. It is coming at the communities before we know enough to make a decision about proceeding. Our Representatives do not know all the facts to make a proper decision. Where is the long-term planning. We need to go to Planning Commissions meetings, talk with Village Presidents, and go to some State and County Seat meetings and talk more to our Representatives to see if they know the full scope of where we are headed. Our voices are not heard and our Representatives are bending to political forces. They just care about being re-elected. They do not care about us people.
- The lack of recognition at the State Legislation level. Rules and regulations are not keeping up with the process and we will suffer the consequences after it is found out that there are unforeseen consequences. Our Representatives are not fully informed.
- There seems to be a lack of regulations at the State Legislation level. Regulations or Statutes are not there yet. We need more regulations before proceeding. We need our Representatives to step up to these challenges. We need to look the communities who have done it "right" as well as the communities who have had trouble.
- We need to set up a Statewide commission to figure out the issues. Our selected officials do not know enough about all the issues. They need more education. How did good Data Center get done.
- There should not be any NDA's (non-disclosure agreements). Communities should not be left in the dark. Politics should be open to the public and we should be able to make our own decisions and vote on it. There are very few recourses after a Data Center is in place.

- We all need to contact our Representative, and show up at Common Counsels and planning meetings.
- Where do we get information that is unbiased. How AI does not stifle human research to verify the accuracy of what is being presented to us. Experimentation needs to be introduced within AI. Is AI stifling research and inhibiting curiosity. AI does not allow for curiosity.
- Our laws and regulations cannot keep up with the fast pace of progress.

## Connected Conversation

- There's a power plant using methane in Paris WI. I'm concerned about AI and yet somewhat hopeful. The challenge is to be more critical thinkers about how AI affects us and the environment.
- For my job, I had to learn how AI and data centers work. I was part of the technology market, I had to become more efficient. Resources for AI are different from resources used for other purposes. Medical facilities for example need to store data for long periods of time.
- Looking at patient outcomes and longevity studies and using tailored medicine is a benefit. I see a use for AI in managing how you live, your routine (tasks).
- AI is showing up as a counselor or therapist, like asking AI how to manage a headache. Some people are marrying their AI. It is useful for keeping track of tasks, but one needs to know how to use AI, not let it use us.
- When I use AI to reinterpret my music (like put a jazz spin on it), can I sell this as my creative product, and receive royalties?
- Some people now think AI can do everything
- With all the jobs that will be lost, what will people do?
- Bring different professions together. They need to hear each other and be heard by politicians. They may not have the truth. They hear too many opinions. This is all moving too fast. What are the benefits of moving fast? Who benefits? Computers are worse for the environment than paper. Paper is recyclable.
- The human perspective of how we solve a problem. AI is an invasive species. We create issues for ourselves. We need to slow down. I confess that older people are more willing to slow down. How do we get people to do that?
- I don't know anyone who wants this. The motivation is greed. I doubt that it will make anyone happy. It's all about money, which causes people to make bad decisions. Do our younger generations want this? They should have some say in how they want their world to look.
- AI will bring more fraud. Young people are used to fraud. I can't even work as an accountant any longer because of all the fraud. I know someone who had to sign a medical release that said she understood that her tests were being analyzed by AI and not by a human doctor.
- No one is safe. Our government is the wild west. They are finding some fraud but is using bad policy. Professionals in large corporations tell themselves that what makes the money must be the right answer. We are killing ourselves. Neither side is telling the truth.
- It's good to talk. It's good to hear people's perspectives.
- I hope it will lead to outcomes.

- It's good to have voices heard.
- Maybe nuclear power can be viable. I've heard that fusion is available now instead of fission nuclear power. Nuclear power can be on a smaller scale. Three mile island is now being used for data centers.
- Lobbying is a great idea.
- There is a forum for gubernatorial candidates. You can Google it at 350 Wisconsin. It is on May 11th from 6:30 to 8:00 PM on zoom.
- Have to empower community. Decisions made before community input. How can we be better heard. How much will be left on community shoulders
- Too much giving to company with little benefit to community
- People need not to pay.
- Why do elected officials see benefits? Lack of shared engagement with the community. No one holds them accountable. Lack of transparency. Company needs to pay taxes. Too much power with big companies
- WI is creating incentives for companies to come here, but the people creating the incentives don't understand what they are doing. They should be asking for investments unrelated to the datacenter. They can ask for the stars and the moon and see what they get.
- I've been on the other side in my career. It's not unreasonable to ask companies for these things. I've created and restored wetlands, parks, pavilions.
- Coexist and regulate. The boom is because it was previously used for research and targeted use, and companies now see 10Billion people to profit from.
- This is being marketed as a need. Speakers come and pitch your company needs AI. Different versions for different uses. ChatGPT for a license plate, others for writing, others for marketing applications.
- AI to me is something we don't need. If you listen to the person who spearheads for AI, he doesn't come across as someone who cares about the impacts on his own children.
- I was raised in an era when my friends had computers but I had to write my papers by hand and went to the library to do my research. We need to revert. We won't always have a plethora of resources.
- Restrict to targeted need. There are 1000s of reels people spend their time watching and creating. We have lost human ingenuity. We need to restrict our use. Triple the cost of storage and people will clean it up. We're building for consumer waste.
- We think of sustainability as recycling, plastic use. How do I be sustainable about my cell phone, laptop use? Digital sustainability.
- I recently thought I was hacked. I got a privacy phone created by tech people with open source apps that don't collect data.
- I have 2 sons. My 30 yo wrote. My 18yo was given an iPad at school at age 5. He can't even write.
- Mental health issues, bullying. It's going to get worse. We can't even trust video or audio.
- There's a big issue with getting gas turbines. Only a couple of companies in the world make them in huge facilities, and they can't just scale up even though demand is increasing. These turbines are really efficient. So datacenters that need energy are getting turbines that are old-school and not at all efficient and pollute way more.
- And what about coal!? Going back to coal!? That can't actually happen and had to be for the votes.

- Or maybe not. It costs a lot to moth ball a plant, and may not even be able to un-moth ball or very expensive. I don't know, are we keeping coal plants going so we have the ability to ramp up some day in the future because energy needs will be exponential?
- And coal in other countries. Because of supply and demand, the turbines are getting more expensive with long waits. The US has money, so we will get the electricity, even if it's painful. But other countries don't have that luxury. They won't get the turbines and will have to resort to coal or solar or nothing.
- This all said, I'm optimistic. There will be a brilliant toddler somewhere who will figure it out. I fully believe in technology, fusion, nuclear... something.
- Life of convenience... we need to get comfortable with being inconvenienced. How my 7yo son operates versus my childhood. It takes older generation to say these are my concerns. Have conversations.
- Isolation. Tech makes us so isolated. In our own world. People disconnected from reality then do crazy things.
- Prior to going forward with DC, who is paying for it and what will be the environmental impact? Why can't we turn off the use of AI on our phones/computers?
- Is it a lack of sophistication or lack of power? We don't seem to have the power to stop our city officials because by the time they consult, they've already made up their minds on the results they want. Groups couldn't organize fast enough to stop it. They plan these things during holidays when people are busy.
- Another example is the radium issue in the water. It was always there, but government officials played dumb when it came out in the media. Willful ignorance.
- Huge amount of videos online and they have a huge footprint – we all watch them.
- Online chess is another example.
- The point of slowing things down is great. The powers want it now. Ignore needed regulations.
- State didn't pass the needed regulations – will they ever?
- We need to tell policy makers to prepare.
- Waukesha has productive soil but we paved it. Waukesha buries its head in the sand – what will happen in the 5-15 years when the data centers are being used anymore? What is needed is a city ordinance to put money aside for that time. And ask for costs for restoration of the land. Powers could do that but they won't because they are driven by money.
- City and county could make regulations but may shirk from their duty to do it.
- Organizing – where is the power in Waukesha? How do we get people to care? Maybe help them see that they will ultimately be footing the bill for it.
- They haven't developed the policies because the money offered won't let them.
- Needs to develop strong coalitions of different areas that need to be regulated: land use, water rights, electricity costs. Need ordinances to be passed.
- This can't wait until it is too late.

## Appendix B: Pre and Post Feedback Survey Forms

### Now Is the Time Pre-Feedback Survey

|                                                                                             |   |   |   |   |                    |   |   |   |    |
|---------------------------------------------------------------------------------------------|---|---|---|---|--------------------|---|---|---|----|
| <b>Please answer the first two questions on a scale of 1 - 10</b>                           |   |   |   |   |                    |   |   |   |    |
| 1. My personal actions and habits impact the environment                                    |   |   |   |   |                    |   |   |   |    |
| Low Impact                                                                                  |   |   |   |   | High Impact        |   |   |   |    |
| 1                                                                                           | 2 | 3 | 4 | 5 | 6                  | 7 | 8 | 9 | 10 |
| 2. I have a clear understanding of the environmental issues associated with AI Data Centers |   |   |   |   |                    |   |   |   |    |
| Low Understanding                                                                           |   |   |   |   | High Understanding |   |   |   |    |
| 1                                                                                           | 2 | 3 | 4 | 5 | 6                  | 7 | 8 | 9 | 10 |

How did you learn about this event? Check all ways you heard about or saw the event.

- ☐ WCGT email
- ☐ WCGT Social Media [FB, Instagram, Linked In, Next Door]
- ☐ Other Social Media
- ☐ Other organization's promotion
- ☐ Media [Waukesha Freeman, etc.]
- ☐ Flyer at library or retail shop
- ☐ Friend
- ☐ Other \_\_\_\_\_

### Now Is the Time Post-Feedback Survey

|                                                                                                   |   |   |   |   |                    |   |   |   |    |
|---------------------------------------------------------------------------------------------------|---|---|---|---|--------------------|---|---|---|----|
| <b>Please answer the first three questions on a scale of 1 - 10</b>                               |   |   |   |   |                    |   |   |   |    |
| 1. My personal actions and habits impact the environment                                          |   |   |   |   |                    |   |   |   |    |
| Low Impact                                                                                        |   |   |   |   | High Impact        |   |   |   |    |
| 1                                                                                                 | 2 | 3 | 4 | 5 | 6                  | 7 | 8 | 9 | 10 |
| 2. I have a clear understanding of the environmental issues associated with AI Data Centers       |   |   |   |   |                    |   |   |   |    |
| Low Understanding                                                                                 |   |   |   |   | High Understanding |   |   |   |    |
| 1                                                                                                 | 2 | 3 | 4 | 5 | 6                  | 7 | 8 | 9 | 10 |
| 3. How willing are you to recommend this experience to another?                                   |   |   |   |   |                    |   |   |   |    |
| Low                                                                                               |   |   |   |   | High               |   |   |   |    |
| 1                                                                                                 | 2 | 3 | 4 | 5 | 6                  | 7 | 8 | 9 | 10 |
| Why or why not?                                                                                   |   |   |   |   |                    |   |   |   |    |
| 4. What was most satisfying or valuable about this experience?                                    |   |   |   |   |                    |   |   |   |    |
| 5. In your personal opinion, what are you most concerned about environmentally in your community? |   |   |   |   |                    |   |   |   |    |

What is your age?

- ☐ Under 18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65-74
- ☐ 75+

What County do you live in?

- ☐ Waukesha County
- ☐ Milwaukee County
- ☐ Washington County
- ☐ Jefferson County
- ☐ Other \_\_\_\_\_