

Education & Public Outreach Working Group

Charge from Groundwater Management Area Advisory Committee

The Education & Public Outreach Working Group's first charge is to draft a goal statement. They will also identify target audiences (e.g., agencies, Non-English speaking, tribal community, disadvantaged, media, general public) and finally, develop objectives.

Working Group Members

Andy Cervantes
Jean Mendoza
Mark Nielson
Rachel Little
Ramon Tobias
Tom Eaton
Gretchen Stewart, EPA
Nieves Negrete
Wendell Hannigan

Meetings/Calls Dates

Meeting: Friday, October 12 from 10:00 am - 12:00

Participants

Andres Cervantes, Jean Mendoza, Gretchen Stewart, Rachel Little, Nieves Negrete and Yakima County staff member Lisa Freund

Key Discussion Points

- Finalize target audience list and identify key groups within that list to target
- Develop Objectives
- Introduce formal EPO work plan outline (deliverable due December 31)
- Determine EPO spokesperson at October 18, 2012 GWAC meeting

Resources Requested

- N./A.

Recommendations for GWAC

- Approve the goal statement developed by the group, "The Education & Outreach Plan will communicate how we can improve the health of Lower Valley residents through improving groundwater quality."

- Review and approve target audiences list, and selected audiences on which to focus outreach efforts.
- Review and approve objectives.

Deliverables/Products Status

- Draft Outreach and Public Education Plan

Proposed Next Steps

- Complete the EPO planning framework by:
 - Identifying and submitting objectives by COB Wednesday, October 17, 2012.
 - Presenting the EPO's goal statement, target audience list and objectives at the October 18, 2012 GWAC meeting (Jean Mendoza)
 - Reserving meeting space at Radio KDNA, Granger, on Thursday, October 25 and Thursday, November 1, 2012 from 10:00 AM-12:00 PM.
 - Finalizing next meeting date (either October 25 or November 1) and agenda based on EPO feedback received from GWAC at October 18, 2012 meeting.