

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

Andres Cervantes
Jean Mendoza
Rachel Little
Ramon Tobias
Gretchen Stewart, EPA
Nieves Negrete
Wendell Hannigan
Elizabeth Torres

Meetings/Calls Dates

Meeting: Thursday, November 1, 10:00 am - 12:00

Participants

Andres Cervantes, Jean Mendoza, Gretchen Stewart (via phone), Rachel Little, Elizabeth Torres and Yakima County staff member Lisa Freund

Key Discussion Points

- Review December 2012 Deliverables: EPO Work Plan & EPO Program Report
- Review & Discuss GWAC's Oct 18 Revisions to the Goal Statement
- Continue Developing the EPO Framework: Communication Tools & Frequency

Resources Requested

- N/A.

Recommendations for GWAC

Approve the revised goal statement, "The GWMA Education and Public Outreach Plan will inform and educate the public on nitrate groundwater contamination and its health and environmental impacts, promote GWMA activities, and encourage engagement in the process by the community and key stakeholders."

- Review and approve EPO Framework
- Review and approve Work Plan (December 13, 2012)

Deliverables/Products Status

- Draft Work Plan (4.0 Education and Outreach) - in progress
- Draft Outreach and Public Education Program - in progress
- Web Presence - Website Available for Review (<http://www.yakimacounty.us/gwma/>)

Proposed Next Steps

- Complete the EPO Planning Framework by:
 - Completing the "Communication Tools & Frequencies" and "Evaluation Measures" columns and returning to Lisa Freund by Friday, November 9.
Presenting the EPO's Revised Goal Statement and Framework at the November 15, 2012 GWAC meeting
 - Next meeting date: Tuesday, November 20 at 10:00 a.m. Location to be determined.