

## Education and Public Outreach Working Group

### Charge from Groundwater Management Area Advisory Committee

- Develop an EPO proposed project list and budget for the August GWAC meeting.
- Be prepared to justify how the proposal(s) support the development of the GWMA program.

### Working Group Members

Andres Cervantes (GWAC-DOH), Jean Mendoza (GWAC-Friends of Toppenish Creek), Tom Tebb (GWAC-Ecology), Elizabeth Torres (Citizen), Gretchen Stewart (EPA), Nieves Negrete (Citizen), Patricia Newhouse (GWAC-Citizen Rep Position #2), Tom Eaton (GWAC-EPA), Dean Effler (Citizen), Joye Redfield-Wilder (Ecology), Wendell Hannigan (GWAC-Alternate), Stuart Turner (GWAC-Turner & Co), Ignacio Marquez (AGR)

### Meetings/Calls Dates

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Meeting: Friday, August 1, 2014

9:30 AM – 11:50 AM

### Participants

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Lisa Freund (EPO Chair -Yakima County), Jean Mendoza (GWAC-FOTC), Andres Cervantes (GWAC-DOH), Ignacio Marquez (AGR), Dean Effler (Citizen-FOTC), \*Gretchen Stewart (EPA), Karri Espinoza (Yakima County staff)

\*via phone

### Key Discussion Points

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**Welcome & Meeting Overview:** Lisa Freund welcomed the group and reviewed the meeting agenda, noting that the EPO is tasked with completing its project and budget list for the August GWAC meeting.

The group reviewed the seven-item project list and budget spreadsheet and made the following recommendations.

#### EPO Projects & Budget –

##### 1. New Mom Educational Campaign:

The group agreed to change the title from New Mom Educational Campaign to Educational Outreach Campaign for At Risk Populations. The revised title reflects that the campaign targets all risk groups, not just new moms. Further, the consistent message to all groups is “test your well.” The group also agreed that the

advertising and outreach costs for all projects should be placed under this campaign, as they all support the same goals.

## **2. Community Surveys:**

The group discussed how many community surveys can realistically be conducted over the next two years. They noted that data analysis is a key factor in the survey process. The group observed that the components of the survey design and implementation (the survey instrument, identifying sampling set(s), and analyzing the results) require technical input that the EPO cannot do itself. Jean added that she would like to be involved in the creation of future surveys. Lisa proposed putting additional money in the budget to cover the cost of survey design and analysis above and beyond EPO's volunteer input.

Andy stated that it would be helpful to find out how successful Nieves has been with her recent door-to-door well testing related to the Haak Dairy settlement. Her results would help EPO determine how to proceed with its own surveys.

Jean agreed to speak to Nieves about the process/outcome of her well testing. The group agreed that the advertising costs associated with outreach surveys would be housed under #1, outreach campaign.

## **3. RCIM Resource Hotline:**

Lisa recommended that the EPO contract with Heritage University to staff a voicemail hotline as a pilot project. A discussion of how the hotline will be advertised took place. It was suggested that it be incorporated into the radio/TV advertisement that is already taking place for the well assessment and possibly having utility companies print something on their invoices. The group agreed with the concept and budget, with the understanding that the advertising costs will be shifted to #1, Outreach Campaign.

## **4. RCIM Abandoned Well and Septic System Maintenance Outreach:**

Lisa explained that this project and budget is a placeholder for the RCIM. It is unknown at this time what it might entail in terms of time, effort and budget.

## **5. GWMA Website:**

The website needs to be upgraded to a customer-friendly, English/Spanish design. Lisa noted that this budget item was developed by an outside ad agency and does not include social media sites. The group agreed on the budget item with the understanding that the associated advertising costs be shifted to #1, Outreach Campaign.

## **6. Ongoing High Risk Well Assessment:**

Andy explained the value of the High Risk Well Assessment surveys. The majority of the group supported the value of the surveys but did not feel that the data collection is an EPO responsibility. It was suggested that the Data Group take on this project. The group also asked if this project could be scaled; Andy said it could.

Andy agreed to complete the “GWAC Budget Discussion” sheet for the well assessment surveys, with the understanding that the proposal may be shifted to the Data Group.

**Bilingual Outreach Coordinator Position:**

The group discussed the duties and work schedule of this position. The following table outlines the ideas.

**Bilingual Coordinator  
Daily/Weekly Schedule**

<b>Presentations</b>	2-3 a week at the least Lower Valley - Health Fairs, Daycares/Headstarts, PTSA, Farm Bureau, Chambers, RCIM
<b>Flexible hours, keep log</b>	Nitrate, Abandoned Wells, Data Gathering
<b>Positions Focus</b>	EPO or more technical?
<b>Quarterly updates to legislators</b>	Written reports, seek funding
<b>Survey Coordinator</b>	Follow up
<b>Radio/TV</b>	Interviews
<b>Pilot Program</b>	PT position

After lengthy discussion, Lisa suggested that the group consider recommending this concept to the GWAC as a pilot project. This would allow the EPO to evaluate the actual need for the position, the skill level necessary and the time and effort involved before hiring a permanent staff member.

The group agreed with this suggestion.

**ACTION:** Lisa will send out an updated budget sheet with today’s changes to the group for review. The deadline to return comments to the updated budget is Monday, August 11.

**ACTION:** Jean will complete the GWAC Budget Discussion form for the Outreach Coordinator and return it to Lisa by Friday, August 8.

Andy will fill out the GWAC Budget Discussion forms for the Community Surveys and Ongoing High Risk Well Assessment proposals and return them to Lisa by Friday, August 8.

Lisa will fill out the GWAC Budget Discussion forms for the remaining proposals (Educational Campaign, Resource Hotline, Abandoned Well Outreach and Website).

**ACTION:** Andy, Lisa and Jean need to decide who will present the Bilingual Outreach Coordinator position to the GWAC.

**ACTION:** Jean will meet with Nieves to follow up on her well testing results. She will ask the following questions and give Lisa a report by Thursday August 7<sup>th</sup>.

Did she feel it was a success? How many homes tested above nitrate levels of 5 and 10? How was she received? What were her costs for gas and samples? What time of the day did she survey? How many people were surveyed? How many surveys were done in English/Spanish? How many reverse osmosis systems were installed? Did households decline the system? If so, why did they decline? Did she reach her goal?

#### **Recommendations for GWAC**

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- Approve the EPO's final project list and budget
- Approve the Education & Outreach Coordinator Pilot Position

#### **Proposed Next Steps - September Meeting Topics**

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- EPO budget adjustments after GWAC presentation

Next meeting Wednesday, Sept 3, at 1:30 PM, Yakima County Courthouse Room 419 (phone: 509-574-2353 [PIN# 2353#])