

## [Education and Public Outreach]

### Charge from Groundwater Management Area Advisory Committee

#### Working Group Members

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Andres Cervantes (GWAC-DOH), Jean Mendoza (GWAC-Friends of Toppenish Creek), Elizabeth Torres (Citizen), Gretchen Stewart (EPA), Nieves Negrete (Citizen), Patricia Newhouse (GWAC-Citizen Rep Position #2), Dean Effler (Citizen), Joye Redfield-Wilder (Ecology), Stuart Turner (GWAC-Turner & Co), Ignacio Marquez (AGR); ) Jessica Black (GWAC); Lisa Freund (Yakima County-Chair)

#### Meetings/Calls Dates

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Meeting: Wednesday, October 7, 2015 from 1:30 p.m. to 3:30 p.m.

#### Participants

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Lisa Freund (Chair-Yakima County), Andres Cervantes (GWAC), Patricia Newhouse (GWAC), \*Jessica Black (GWAC), Ignacio Marquez (AGR), Gretchen Stewart (EPA), Jim Davenport, and Lee Murdock (Yakima County)

\*Via phone

#### Key Discussion Points

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##### Civic Plus Website -Lee Murdock

Lee introduced the County's new Civic Plus website and guided the group through the GWMA content structure. She explained the "Notify Me" module that allows the public to choose which meetings they want to be notified of and which meeting agendas they would like to receive. The question was asked how the "notify me" option was better than the current system of email notifications. Lee replied that it is more economical (less staff time and money) and empowering for users. Lisa added that the County will not go live with the GWMA notification system until 2016, and will provide the GWAC, working group members and interested parties several email notifications before going live with the new system.

It was suggested that printed instructions be provided to the GWAC at its October 15 meeting in addition to the email reminders of the new system.

**Definitions and Comments.** Lee said she had added text to define the GWAC, the GWMA and the GWMA program. The working groups have been kept to one page, and the "comments" section moved from the main page to the working group page.

**Resources.** Lee explained that she streamlined the multiple-link resource list to a smaller list. It was asked if there was a cost to the old, extensive multiple links list. Lee responded yes, that our

site may be considered a “link farm” and search engines will lower our ranking. Broken links also damage the site’s reputation; maintaining them requires considerable staff time and resources. Lisa asked the group if they preferred to dedicate GWMA funds to maintenance of the old links. The group said “no.”

Lee added that she had reviewed the history of the number of hits to the resources page; most were rarely—if ever—accessed.

#### **EPO Recommendations to the GWAC:**

Accept the proposed streamlined **Resource** list. If GWAC members want links added back to the list, take the request to the GWAC for its consideration.

Keep the links to other GWMA’s, organized by state.

#### **ACTIONS:**

Provide written “notify me” instructions with the GWAC’s October 15 handouts. (Lisa)

Policy request: Add a County disclaimer to the Google Translator feature. (Lee)

Add “What Is the Lower Yakima Valley GWMA Program?” to the FAQ list. (Lisa)

- Provide GWMA Program text to Lisa (Jim Davenport)

Update draft text with approved GWAC messaging. (Lisa)

#### **High Risk Well Assessment Survey – Lisa Freund**

Lisa reported that four weeks into the outreach schedule, the Health District has received 90 requests for well testing. 24 surveys and samples have been completed. The majority of requests were in response to the direct mail piece (10% response rate). Several people had heard about the offer through a newspaper, and others learned about it from family or friends.

Lisa added that she had two interviews in response to the news release: KNDO TV and KIT radio.

Ignacio reported that Spanish and English radio advertising (Bustos Media, Radio KDNA, ESPN Deportes, Buena non-profit station and Former Townsquare) will begin this week. He is working with Radio KDNA to schedule talk show time. Andy Cervantes will also participate.

It was suggested that a satisfied customer “testimonial” during the KDNA radio show might have more impact with the Hispanic community. Feedback from the Health District indicated that the Hispanic population is reluctant to participate, fearing a sales pitch or citation. Receiving the message from a trusted source might be more effective.

#### **ACTION:**

Lisa will work with Jessica Black to identify a potential testimonial candidate.

**Flyer Distribution.** The flyer distribution list was reviewed and updated.

**Nuestra Casa and the Consent Order Boundary.** Nuestra Casa is under contract to reach out to households within the consent order boundary to offer well sampling and treatment systems. Nuestra Casa is also distributing well assessment flyers on behalf of the GWAC.

**Question:** is this a potential conflict of interest? The GWAC was instructed by the EPA to respect the consent boundaries and not conduct any outreach or sampling within the boundaries. If Nuestra Casa distributes our flyers to people within the consent boundaries, or makes them available at their office, is this a conflict.

Jim Davenport asked who had said we could not conduct GWAC outreach within the consent boundaries. Answer: EPA (Tom Eaton). Gretchen Stewart will follow up to identify if this is still accurate information.

**ACTION:**

Gretchen Stewart will contact Eric Winiecki for clarification of EPA's edict.

**Prevention Campaign 2015 - Gretchen Stewart**

The ad hoc group met today to discuss messaging, target audiences and timeline. They will create a draft outline and present it to the EPO at its December 2 meeting.

**Resources Requested**

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- None

**Recommendations for GWAC**

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- Website "Resources": adopt the shorter resources list. If GWAC members have requested "add backs," bring the requests to the GWAC for its consideration and approval.

**Deliverables/Products Status**

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- As of October 5, 2015, 90 households have contacted the Yakima Health District to participate in the High Risk Well Assessment Survey Phase II. 24 surveys have been completed. English/Spanish radio ads launched. Flyer distribution to continue.

**Proposed Next Steps**

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- Next EPO meeting: Wednesday, November 4, 2015 Yakima County Courthouse Rm 419.  
*Time: TBD*

**Proposed Agenda**

1. Well Assessment Outreach feedback & next steps
2. [Placeholder] Civic Plus website Updates
3. December 2 Placeholder: Ad Hoc Draft Marketing Plan and Timeline