

[Education and Public Outreach]

Charge from Groundwater Management Area Advisory Committee

Working Group Members

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

Meeting: Wednesday, September 9, 2015 from 12:30 p.m. to 2:30 p.m.

Participants

Lisa Freund (Chair-Yakima County), Jean Mendoza (GWAC), Joye Redfield Wilder (Ecology), Ignacio Marquez (AGR), Patricia Newhouse (GWAC), Jessica Black (GWAC), *Gretchen Stewart (EPA), *Andres Cervantes (GWAC), Jim Davenport, Lee Murdock and Karri Espinoza (Yakima County)

*Via phone

Key Discussion Points

Introductions

Lisa introduced Jessica Black, the newest member to the Groundwater Advisory Committee (GWAC) and an assistant professor at Heritage University. Jessica has expressed interest in serving on the EPO. In 2013 she coordinated her environmental student volunteers to conduct the EPO's first GWMA door-to-door survey.

Phase 2 High Risk Well Assessment Survey

The Board of County Commissioners approved the \$50,000 contract with the Yakima Health District to conduct the Phase 2 High Risk Well Assessment Survey. The contact is in effect and runs through February 2016.

The survey targets areas that have previously been identified with high nitrate levels, and areas where little data has been collected. An open invitation will also be extended to any residential parcel in the GWMA which is served by a private or shared well.

Lisa reviewed the outreach calendar, noting that an invitation will be mailed to approximately 900 residences in the target area this week. Radio spots and news shows in both English and Spanish are slated to begin the week of September 14th.

Flier Distribution: this is the immediate task at hand. 1000 flyers (English/Spanish) have been printed and are ready for EPO distribution.

For tracking purposes, all members will e-mail Lisa with the participating organizations and number of fliers distributed.

These members agreed to investigate/attempt flyer distribution with the following organizations:

Ignacio - KDNA -Mexican Independence Day, Yakima Valley Farmworkers Clinic (YVFWC) - Central Washington State Fair (CWSF) Booth, Northwest Harvest/Food Banks, YVFWC Energy Assistance and Weatherization Program

Patricia - Sunnyside - Sunshine Days, INSPIRE Lower Valley Migrant Head Start, Lower Valley Work Source Offices, Lower Valley Banks and Gas Stations, Sunnyside Ministerial Association

Lisa - ESD 105, Yakima County HOME Program, Yakima County Public Services Front Desk, Landlord Association, Yakima Health District

Lee - Central Washington Home Builders Association, Catholic Charities, Children Village.

Jean - Local Businesses & Community Groups

Joye - Department of Ecology Well Drillers

Jessica - Heritage University

Radio Spots & News Shows: Ignacio has spoken to the following radio stations about possible coverage for the Well Assessment Campaign. KDNA is the only one who has confirmed and provided a quote.

KDNA, Town Square Media, KZTA, Spanish ESPN Sports Station

ACTIONS:

- **Lisa will provide Patricia with Dean's email and provide the Health District with a spreadsheet of the names, addresses and parcel numbers of those who are receiving a direct mail invitation.**
- **Ignacio will provide Patricia contact information for INSPIRE. He will speak to YVFWC about putting fliers in the bags that are given out at the CWSF booth and he will follow up with Jim's lead on the Buena Radio station. Contact: Pedro Gutierrez.**

- Lee will provide Lisa the e-mail information for the Landlord Association

Prevention Campaign 2015 - Gretchen Stewart

Through the Pediatric Environmental Health Specialty Unit (PEHSU) and Dr. Catherine Karr, 40 clinician trainings have been completed. Yakima Valley Memorial Hospital provided a professional video at no cost. There is an e-learning module on the PESHU website that nationally recognizes Yakima and anyone can use it for training. The Yakama Nation Clinics requested a trailer of the video before agreeing to conduct staff training. The Yakima Health District has agreed to announce the campaign in their newsletter. Lee provided a Communication Plan for Gretchen's ad hoc committee that is under development.

ACTIONS:

- **Gretchen and Lisa are working on a Press Release for the Prevention Campaign.**
- **Gretchen will arrange a Live Q&A with Dr. Karr in the near future**

Web Update:

Lee provided an update on the Yakima County's new website which goes live September 15th and includes a GWMA web page. She explained that the GWMA representative for the County will have more control over the content of the page than what is currently in place. The new website allows for better tracking of web traffic statistics, "notify me" and better calendar options.

The question was asked who decides what gets posted to the GWMA website. (Answer: the GWAC) A further question was asked regarding the GWAC's ability to share draft documents via the web. Lee explained there are options but nothing has been officially agreed to.

ACTIONS:

- **Lee will investigate our ability to post GWAC outreach to the County's main page.**
- **Jean will follow up with Jim Davenport regarding GWAC authorization to post to the web**

Resources Requested

- None

Recommendations for GWAC

- None

Deliverables/Products Status

- High Risk Well Assessment Survey Phase II has been launched. Outreach has been initiated. Contract signed September 8, 2015 with the Yakima Health District to conduct the survey.

Proposed Next Steps

The group discussed the meeting starting time (starting at 12:30 PM versus 1:30 PM to allow Jessica to attend). The group agreed to alternate the meeting starting time each month.

- Next EPO meeting: Wednesday, October 7, 2015 from 1:30 p.m. – 3:30 p.m., Yakima County Courthouse Rm 419

Proposed Agenda

1. Civic Plus website: Present structure and ask for feedback on content organization (how it looks)-Lee
2. Well Assessment Outreach feedback & next steps (review response rate to direct mail)
3. Communications Plan