

[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), Tom Tebb (GWAC-Ecology), 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); Lisa Freund (Yakima County-Chair)

Meetings/Calls Dates

Meeting: Wednesday, July 1, 2015 from 1:30 p.m. to 2:40 p.m.

Participants

Lisa Freund (Chair-Yakima County), Andres Cervantes (GWAC), Jim Davenport (Yakima County), Patricia Newhouse (GWAC), *Gretchen Stewart (EPA), Karri Espinoza (Yakima County)

*Via phone

Key Discussion Points

- **Meeting Ground Rules** – discussion was tabled until the next meeting
- **Phase II High Risk Well Assessment Survey**

The group reviewed the direct mail letters, flyer, and the paid public service announcement used in Phase I. Minor edits were made to the letters and flyer; no edits were made to the paid public service announcement.

The outreach calendar was reviewed and leads were assigned to the following areas:

Contact Radio Stations for prices and placement – Lead: Ignacio Marquez

- Andy [with Ignacio] will participate in the Spanish-language radio news shows
- Rand Elliott will be asked to participate in the English-language radio news shows

Identify and contact flyer “distribution network” – Co-Leads: Patricia, Dean, and Ignacio

- Patricia – Sunnyside, Grandview & Mabton
- Dean – Zillah & Granger

- Ignacio - Work Source

Develop Local Schools Outreach – Gretchen Stewart pointed out that successful school curriculums take 9-12 months to develop and implement. The group agreed that the program would be more appropriate in the GWMA program implementation phase. The item was tabled to the October Agenda.

Print Media Display Ads – No Lead was assigned. After discussion, the group agreed that local newspapers, especially the *Daily Sun News*, already provide considerable front-page coverage to GWAC campaigns. Print ads are therefore not a high priority. Members are welcome to investigate the cost of display ads and report back to the group.

ACTIONS: Lisa will make all the edits to the direct mail letters and fliers and e-mail to the EPO group for its review and approval.

Fronteras de Norte Outreach:

Jean will be asked to contact the lower valley school migrant education programs and P-NASH and provide EPO outreach materials, provided she presents herself as a representative of the GWAC and EPO and not a personal interest group.

Resources Requested

- None

Recommendations for GWAC

- None

Deliverables/Products Status

- Lisa will send all the edited materials to the EPO for review and approval.

Proposed Next Steps

- Next EPO meeting: Wednesday, September 2, 2015 from 1:30 p.m. – 3:30 p.m., Yakima County Courthouse Rm 419