

## [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**

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- None

#### **Recommendations for GWAC**

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- None

#### **Deliverables/Products Status**

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

#### **Proposed Next Steps**

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