

[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, June 3, 2015 from 1:30 p.m. to 3:30 p.m.

Participants

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

*Via phone

Key Discussion Points

- **Phase II High Risk Well Assessment Survey**

Lisa reviewed Phase 1 of the GWMA High Well Assessment Survey: budget, targeted areas, messaging, outreach and lessons learned. The group discussed how Phase I can inform and guide Phase 2, slated to begin later this year.

Lisa reminded the group that the purpose of the well assessment surveys is to educate private well owners about their wells, the GWMA and the GWAC; to collect data on wellhead conditions and to gauge interest in long-term well monitoring.

Lee recommended that the Phase II methodology replicate the work of Phase 1, observing that for purposes of data collection and analysis it is better to maintain consistency across the surveys.

A broad ranging discussion ensued, including data sources used to identify the high/no data nitrate areas, whether the group should consider print advertisements (newspaper) in phase 2, and the possibility of conducting outreach to Lower Yakima Valley schools—either by offering print materials or educational presentations.

Lee noted that there are shortcuts the group can employ to distribute information: ESD 105, the Mid-Valley Consortium (nonprofits) STEM leadership team, Yakima Valley Farmworkers Clinics and similar.

The group agreed by consensus to replicate the Phase I methodology in Phase II. Accordingly, areas of known high nitrates will be targeted as well as areas with little Nitrate data. Properties immediately outside the recently-expanded EPA consent boundaries will be included in the targeting.

The group further agreed to expand the direct mail list from the 600 households in Phase 1 to 1,000 in Phase II. The outreach strategy will also replicate Phase 1 with a start date of August 2015.

Direct Mail – Early August

Radio Ads – Mid August

Talk Radio – Late August

ACTIONS: Joye will send Andy the link to the 2003 Well Assessment study.

Andy will review the data and see what information may be helpful in Phase II.

Lisa will send all the Phase I outreach materials to the group, and will develop a draft timeline of Phase II's launch.

The group will review the materials, affirm key messages and provide additional suggestions to Lisa before the July 1st meeting.

The group will also review the draft timeline and be prepared to finalize it at the July meeting.

- **GWMA Web Update**

Lee shared the City of South San Francisco website, walking through the modules that the GWMA may choose to use (Agenda Center, Calendar Center, document center, etc.) when the website is revamped. She explained the Community Partnership section, noting that the GWMA web pages will be located in that section, with a separate identity from the Yakima County site.

She explained features that will allow the public to sign up for notification of changes to the GWMA calendar, and allow for personal e-mail updates when meetings are posted and/or changes are made.

A member expressed concern that the site would not be helpful to her constituents-- non-English speakers, the illiterate, the homeless. The EPO has done nothing to inform or educate those target audiences.

In response, Lisa asked Gretchen Stewart to review the University of Washington and PEHSU's 15-month partnership with EPO to reach new moms. Gretchen reviewed the materials that have been developed to reach new moms and their healthcare providers (PEHSU Fact Sheet, New Mom Fact Sheet, clinician training materials). PEHSU has conducted local trainings with medical providers at Farmworker Clinic, Yakima Valley Memorial Hospital. Gretchen reminded the group that she is working with PEHSU and Yakima Valley Memorial Hospital to develop a new mom photo novella, to address new moms and families with low literacy skills. She added that the Yakima Health District now recognizes methemoglobinemia as a reportable disease; however, the state of Washington still does not.

Gretchen also reminded the group that she is forming an Ad-hoc committee that will meet the first week of July to strategize on more ways to educate the hard to reach audiences. She asked the group to let her or Lisa know if they are interested in joining this committee.

Resources Requested

- None

Recommendations for GWAC

- None

Deliverables/Products Status

- Lisa will send all the materials developed for the High Risk Well Assessment Phase 1. Based on today's discussion, she will develop and distribute a draft timeline for the Phase II launch.

Proposed Next Steps

- Next EPO meeting: Wednesday, July 1, 2015 from 1:30 p.m. – 3:30 p.m., Yakima County Courthouse Rm 419
- The ad hoc marketing committee is tentatively scheduled to meet the week of July 6 in Yakima. If interested, contact Gretchen or Lisa F to participate.