

## [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, February 3, 2016 from 1:30 p.m. to 3:30 p.m.

#### Participants

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Lisa Freund (Chair-Yakima County), Joye Redfield-Wilder (Ecology), Andres Cervantes (GWAC-DOH), \*Gretchen Stewart (EPA), \*Jessica Black (GWAC), Lee Murdock, Karri Espinoza and Phil Rosenkranz (Yakima County)

\*Via phone

#### Key Discussion Points

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##### Civic Plus Website

Lisa Freund and Phil Rosenkranz presented the GWMA Public online survey. The survey was prepared with a software called Survey Monkey and mirrors the hard copy GWMA door to door survey that Heritage University students conducted in 2013.

The group discussed the language for the introduction to the survey and all present stated they did not require a review before the survey goes live on the web.

**ACTION:** **Lisa & Phil** will add an introduction to the on-line survey, and add “property” to the address line on question #1. On question 20 (*Where have you heard of the GWMA?*) They will add the following options to the list: direct mail (letters), flyers, events and online. Phil will also add a text box next to “other” so specific information can be entered.

Lee Murdock distributed a printed copy of the EPO Civic Plus “notify me” sign-up sheet. She indicated that not everyone on the EPO roster has signed up for notifications. However, all members of the GWAC who are members of EPO have signed up. Lee also shared that she does not recommend signing up to receive notifications via text message because of some glitches in the system. However the e-mail notification option is working well.

**ACTION:** **Lisa** will contact the EPO members who have not signed up to receive Civic Plus notifications, reminding them that the time is quickly approaching when the Civic Plus “notify me” will be the only meeting and agenda notification system used. (March 2016)

### Phase II High Risk Well Assessment Survey Update – Lisa Freund & Lee Murdock

#### Follow Up Letters to Participating Households

115 personalized well testing result letters in English and Spanish, with individual survey results, were mailed on February 1, 2016 to the households that participated in well testing between September and December 2015. Informational, bilingual hand-outs on coliform, nitrate, private wells and septic system maintenance were also enclosed with the letters. Moving forward, letters will be batched and sent monthly to households so they receive their results more quickly.

#### 2016 Outreach

In addition to a second direct mail letter inviting survey participation, a companion news release reminding people to sign up before the February 29 deadline was issued to the media in January. Lisa reported that both the Sunnyside Daily Sun News and the Yakima Herald Republic ran articles about the program. She also had two TV interviews in response to the release. Both venues prompted a strong response and currently 216 households have either been tested or have requested to participate, exceeding the EPO's goal of 200 households.

A member noted that the Flint Michigan municipal water contamination issue is likely adding to the local interest in water testing. Discussion ensued regarding additional outreach before the February 29 deadline. Lisa noted that it's unknown whether the final radio outreach—the KDNA news program—has been rescheduled.

**ACTION:** **Lisa** will contact Ignacio Marquez to check the status of scheduling the KDNA one-hour public program.

#### Identify 2016 Strategy – Lisa Freund

Lisa reminded the group that the GWAC approved a \$100,000 line item for the EPO to conduct high risk well surveys over two years (2015-16). \$50,000 has already been obligated to the health district for the initial 200 surveys and sampling. An additional \$10,000 has been spent and/or obligated for advertising, direct mail, and staff time associated with outreach and data analysis. With the recent interest in well testing pushing demand above the 200 household goal, she noted that the County is working with the health district to amend the contract to provide for 40 additional surveys. [Note: as of 2/11/16, demand has exceeded 240 surveys. The contract will be amended to allow for 280 surveys]

This will leave enough remaining budget for roughly 96 additional surveys to be conducted in 2016. She asked group for its recommendations.

The group discussed who the target audience should be for the remaining surveys. It was agreed that the households that participated in Phase I (2013-14), and specified they were interested in being surveyed again, would be offered the opportunity to participate provided we are able to

retest at a different season. It was noted that the sampling should take place in a different season than their original testing to determine if there are any differences in water quality between irrigation season and the winter months.

**ACTION:** Lee will provide Lisa with a list of Phase I households that indicated they would like future testing.

Lisa will draft the invitation to send to those households.

Lee shared a map of the areas that have participated in EPO's well assessment surveying from 2013 to present. It indicated what year they were surveyed by colored dots. Everyone thought it was very helpful and gives a great overview of the surveyed areas. Andy Cervantes suggested that more locator details be added to the map (e.g., city names) before it is presented to the GWAC.

### **Prevention Campaign – Gretchen Stewart**

Tabled to the next meeting [note: Gretchen had left the call by this time]

### **Resources Requested**

- None

### **Recommendations for GWAC**

- None

### **Deliverables/Products Status**

- 200 Phase II High Risk Well Assessments are complete or in process.
- Due to high demand, the contract with the Yakima Health District will be amended to allow additional surveying and sampling through March 2016.
- Remaining funds will be used to re-survey Phase 1 (2013-14) participants who expressed interest in being retested, and whose sampling survey can be done in a different season than their original sampling.

### **Proposed Next Steps**

- Next EPO meeting: Wednesday, March 2, 2016 Yakima County Courthouse Rm 419. Time: 1:30pm-3:30pm