

## [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, January 6, 2016 from 1:30 p.m. to 3:30 p.m.

#### Participants

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Lisa Freund (Chair-Yakima County), Patricia Newhouse (GWAC), Ignacio Marquez (AGR), Jim Davenport, and Lee Murdock (Yakima County), Karri Espinoza (Yakima County), \*Gretchen Stewart (EPA), \*Jean Mendoza (GWAC)

\*Via phone

#### Key Discussion Points

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##### Phase II High Risk Well Assessment – Lisa Freund

Lisa reported that the Yakima Health District has completed 120 sampling surveys, and 12 more interested parties called in this week requesting to be tested. The uptick was likely due to the second direct mail piece that was sent to over 350 households at the end of December. The same methodology was used to choose the 350 household mailing list as was used previously: areas targeted were where known nitrate data gaps exist and areas where high nitrates have been previously identified. A member asked if the survey result areas had been mapped. Lee responded that no, a summary has not yet been completed. It will be mapped as part of her survey analysis summary.

Ignacio reported that he and Andy had to cancel their live radio show on Spanish-language Radio KDNE in December due to bad weather conditions. They did have one person who participated in the survey who was agreeable to giving his testimony on the air; however, he was unavailable on the scheduled date.

Ignacio also reported that he had distributed flyers to the Granger and Zillah food banks. Lisa passed out a tracking sheet identifying where and how many flyers have been distributed: as of December 1, over 1,000 had been distributed to over 30 locations and/or events throughout the Lower Yakima Valley GWMA.

Lisa reminded the group that the contract with the Yakima Health District calls for 200 surveys. We are approximately 70 survey short of that number. The contract expires February 29, 2016.

**ACTION:** Lee will prepare a summary map of the areas surveyed the week of January 11<sup>th</sup>.

Lisa will prepare and mail testing results letters to the people who participated in the survey by the end of January.

Lisa will issue a new release as a companion piece to the second mailing, and also as a reminder for people to sign up.

Ignacio will check with KDNA to see if they aired last year's recording in December and if they can reschedule the live show for late January.

Lisa will contact Jill Trull to ask if IAWG would like assistance from EPO regarding outreach for deep soil sampling participation.

### **Civic Plus Website -Lee Murdock**

Lee suggested that everyone review the website, and sign up for meeting notifications and agendas they would like to receive. Lisa added that February is the last month she will be sending out e-mail notifications to the EPO; after February, notifications will be strictly through the Civic Plus notification service.

Jim Davenport reported that he received multiple notices for what he believes were a single meeting. He asked staff to check which notifications he is signed up for, and report back to him. Pat stated she had also received multiple notifications. She was asked to forward those notifications to Lisa so County staff can review, investigate, and correct as needed.

**ACTION:** Lee will cross check the notification list with the GWAC members list to see who has and has not signed up yet.

Pat will forward her recent CivicPlus meeting and agenda notifications to Lisa.

### **Prevention Campaign 2015 – Gretchen Stewart**

Gretchen presented two ideas that the *ad hoc* Prevention Committee came up with at their meeting in October. One was to create a traveling dual-language exhibit booth with a banner that can be set up for events or as a stand-alone exhibit at various locations. The second was to spend the funds allocated for the prevention campaign on a marketing firm. The firm would be tasked with developing (identify audiences and key messages) and executing a marketing plan on behalf of the GWAC. In the bid we would ask the firm to develop materials based on audiences and messaging. Ignacio explained that the thought behind the suggestion was that no one on the outreach group has the experience, knowledge or time to develop and execute outreach.

The group had a lengthy discussion on both ideas and agreed that the traveling booth is a good idea and is affordable under the budget. The *ad hoc* committee was tasked with moving forward with this idea and bringing back details for the EPO's consideration. The marketing firm idea was

tabled for a future meeting as most members feel a lot of the work has already been completed by the EPO and a more in-depth discussion is needed before a decision is made.

**ACTION:** **Gretchen (ad hoc) committee** will develop the full concept (propose components/features and pricing) for the traveling exhibit and bring it back to the EPO for its consideration in March.

### Identifying Remaining Tasks and Deadlines for EPO's Funded Projects

Lisa reviewed EPO's four funded projects: creating and maintaining a new GWMA website, conducting the High Risk Well Assessment Phase II, the Education and Outreach Campaign, and conducting additional Outreach surveys. The group identified the remaining tasks for each project, its deliverables, and due dates for each deliverable.

Project	Remaining Tasks	Deliverables	Due Dates
<b>GWMA Website Maintenance</b>	The new website creation is complete. on-going	Operational maintenance, on-going meeting and agenda notifications  Support other EPO Initiatives (e.g.: web survey to evaluate outreach methods)	On-going  Web survey: end of January other initiatives: TBD
<b>Well Assessment Phase II</b>	Send out results letters to participants  News Release-reminder to participate  Long-Term monitoring participants (to get up to 200)  Identify 2016 strategy  Complete survey/report out	*Is retesting of those who have agreed to it if we run low on our goal of 200 going to occur?	Late Jan & on-going  Now  February 29, 2016  February 2016  March 2016
<b>ED/Outreach Campaign</b>	Estimate the cost of trade show booth visual impact: posters, banner (\$5,000-\$6,000).		EPO March, 2016

	Determine components of display (large & table top)  Obtain GWAC approval of exhibit concept & content  Outside Marketing Firm Decision		Bring back to EPO in March  GWAC, April 2016  February 2016
<b>Outreach Surveys</b>	Launch Web-based survey  Make survey available at Events (web-based or paper)  Defer intensive (door to door surveys) until GWAC has products and/or recommendations to share with the public		February 2016  February 2016  TBD

### **Resources Requested**

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- None

### **Recommendations for GWAC**

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- None

### **Deliverables/Products Status**

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- SEE CHART ABOVE

### **Proposed Next Steps**

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