

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

#### Participants

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Lisa Freund (Chair-Yakima County), Jean Mendoza (GWAC-Friends of Toppenish Creek), Patricia Newhouse (GWAC-Citizen Rep Position #2), Joye Redfield-Wilder (Ecology), Jessica Black (GWAC), Lisa Freund (Yakima County), Karri Espinoza (Yakima County), \*Andres Cervantes (GWAC-DOH)

\*Via phone

#### Key Discussion Points

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The meeting was called to order at 1:30 p.m. Lisa reviewed the agenda, no additional items were added.

#### Mabton Health Fair

Pat, Andy, and Ginny Prest hosted the GWMA booth at the Mabton Health Fair on June 18. The outdoor event had low attendance due to rainy weather. Although the event was scheduled to begin at noon, the community-days parade finished early and people started arriving at 11:30 AM before all the volunteers were on site. It was suggested that volunteers plan to arrive 30 minutes prior to an event. County staff will also be briefed on distributing the well testing kits and materials. It was estimated that approximately 50 people visited the booth and approximately 20 well testing kits were distributed. Some community surveys were filled out. Pat stated that it was nice to have coloring sheets and crayons to give the children to keep them occupied.

Nuestra Casa offered to take testing kits to the homes they visit and have the residents test their well water. The Yakama Nation invited EPO to set up the booth at their Health Fair on June 29<sup>th</sup>. However, when Pat contacted the Nation for details, she was told the Health Fair was an Alcohol Symposium, not a health fair.

It was suggested that a list of the certified labs be distributed with the test kits and talking points (instructions) made available to volunteers regarding well testing. Also, purchasing a hand cart to help haul things to and from the cars and booth would be helpful.

**Upcoming fairs and call for volunteers:** The next Health Fair is Sunday, July 17 in Zillah. Sue Wedam, Pat Newhouse and Dean Effler have signed up to staff the booth. Andy Cervantes and Jim Davenport will attend the Saturday, August 6<sup>th</sup> Health Fair at Radio KDNA and on Sunday August 7<sup>th</sup>, Ignacio Marquez will attend the Toppenish Health Fair. One more volunteer is needed to assist at the Toppenish fair. Pat invited members who had not yet volunteered to sign up for a health fair. The sign-up sheet was circulated to the members present.

### EPO Billboard Proposal

The ad hoc committee presented its billboard proposal. Five billboards in the GWMA (Sunnyside and Grandview) have been identified for the proposed “test your well” campaign. Several different proposals with the price list, and a map with the billboard locations, had been distributed to the group prior to the meeting. The ad hoc committee asked the group to review the proposals and to reach a decision regarding whether to recommend this outreach vehicle to the GWAC (or not).

A lengthy discussion ensued regarding the purpose, messaging and timeliness of a billboard campaign. A concern was expressed that a billboard campaign could be taken in a negative light, given EPA’s recent political fallout to its “What’s Upstream” campaign. While the majority of members present supported the concept, the group agreed that billboard mockups would be useful for members to reach a decision regarding its recommendation to the GWAC.

**ACTION: Members will be sent several mockups and asked to reply with their text and content revisions. A revised billboard schedule and budget will also be prepared for the group’s review and response.**

Members were asked to reply timely to the mockups and modified budget in order to be prepared for the GWAC’s August meeting. The table below summarizes two members’ questions and the answers:

<u>What Is Our Campaign Message?</u>	<u>Concerns:</u>	<u>What are the GWAC’s Outreach Goals?</u>
<p>“Test your well”</p> <p>“Be sure your drinking water is safe”</p> <p>Test your well</p>	<ul style="list-style-type: none"><li>• Political Fall Out</li><li>• Is the timing right given EPA’s recent campaign?</li></ul>	<ul style="list-style-type: none"><li>• Prevention</li><li>• Protection</li><li>• Participation</li></ul>

	<ul style="list-style-type: none"><li>• Are we spending taxpayer \$ “just to spend it”?</li><li>• How does a billboard campaign inform/support the bigger GWMA program?</li></ul>	
<b><u>What about the website on the billboard?</u></b>	<b>Who will be the contact listed on the billboards?</b> <ul style="list-style-type: none"><li>• Yakima County Public Services - 509-574-2300</li></ul>	

**ACTIONS:**

**Lisa will find out if the prices that were provided for the billboards are for single sided or double sided and if both sides are available for the dates provided. She will work with Pat to modify the billboard schedule.**

**Lisa will have the mock-ups for the billboards created and will distribute it to the group via-email along with the list of location and prices.**

**Members will return their edits to the mockups and the revised proposal.**

**National Protect Your Groundwater Day - September 6, 2016**

A suggestion was made that the Yakima Health District and other agencies be contacted to find out if they have campaigns related to this event. No decisions were reached.

**GWAC Call for Legislative Proposals**

Due to lack of time, limited discussion took place. Lisa invited the group to submit outreach proposals to her no later than Thursday, August 4. Proposals must be “GWAC Ready”: clearly defined, state the benefit to the GWMA program, and include a proposed budget. Proposals must also be reviewed and agreed to by the EPO before forwarding to the GWAC.

Due to vacation schedules, the next EPO meeting is scheduled for Wednesday, September 7, 2016

The meeting adjourned at 3:30 pm.

**Resources Requested**

**None**

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### **Deliverables/Products Status**

Billboard Proposal-

- Lisa will work with the photographer to develop several billboard mock-ups
- Pat and Lisa will develop a modified proposal (location and pricing) based on today's discussion.
- Both the mock-ups and the revised proposal will be circulated to members for text, graphic and layout edits.
- Members will return their edits to the mockups and the revised proposal no later than Thursday, August 4.

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### **Proposed Next Steps**

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1. Reach a final decision regarding whether to propose a billboard campaign to the GWAC at its August meeting.
2. If the group agrees to proceed, reach a decision regarding the text, layout, budget and campaign schedule proposal by August 4, 2016.
3. Members are invited to submit detailed “GWAC Ready” outreach legislative proposals for the EPO’s consideration no later than August 4, 2016.