

## Education & Public Outreach Working Group

### Charge from Groundwater Management Area Advisory Committee

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The Education & Public Outreach Working Group's first charge is to draft a goal statement. They will also identify target audiences (e.g., agencies, Non-English speaking, tribal community, disadvantaged, media, general public) and finally, develop objectives.

### Working Group Members

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Andy Cervantes  
Jean Mendoza  
Mark Nielson  
Rachel Little  
Ramon Tobias  
Tom Eaton  
Gretchen Stewart, EPA  
Nieves Negrete  
Wendell Hannigan

### Meetings/Calls Dates

Meeting: Friday, October 12 from 10:00 am - 12:00

### Participants

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Andres Cervantes, Jean Mendoza, Gretchen Stewart, Rachel Little, Nieves Negrete and Yakima County staff member Lisa Freund

### Key Discussion Points

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- Finalize target audience list and identify key groups within that list to target
- Develop Objectives
- Introduce formal EPO work plan outline (deliverable due December 31)
- Determine EPO spokesperson at October 18, 2012 GWAC meeting

### Resources Requested

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- N./A.

### Recommendations for GWAC

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- Approve the goal statement developed by the group, "The Education & Outreach Plan will communicate how we can improve the health of Lower Valley residents through improving groundwater quality."

- Review and approve target audiences list, and selected audiences on which to focus outreach efforts.
- Review and approve objectives.

### **Deliverables/Products Status**

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- Draft Outreach and Public Education Plan

### **Proposed Next Steps**

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- Complete the EPO planning framework by:
  - Identifying and submitting objectives by COB Wednesday, October 17, 2012.
  - Presenting the EPO's goal statement, target audience list and objectives at the October 18, 2012 GWAC meeting (Jean Mendoza)
  - Reserving meeting space at Radio KDNA, Granger, on Thursday, October 25 and Thursday, November 1, 2012 from 10:00 AM-12:00 PM.
  - Finalizing next meeting date (either October 25 or November 1) and agenda based on EPO feedback received from GWAC at October 18, 2012 meeting.