

Education and Public Outreach Working Group

Charge from Groundwater Management Area Advisory Committee

None at this time.

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), Tom Eaton (GWAC-EPA), Dean Effler (Citizen), Joye Redfield-Wilder (Ecology), Wendell Hannigan (GWAC-Alternate), Stuart Turner (GWAC-Turner & Co)

Meetings/Calls Dates

Meeting: Wednesday, December 4, 2013 1:30 PM – 4:00 PM

Participants

Andres Cervantes (GWAC-DOH), Joye Redfield-Wilder (Ecology), Lisa Freund (EPO Chair -Yakima County), Karri Espinoza (Yakima County staff), Jean Mendoza (GWAC-Friends of Toppenish Creek), Patricia Newhouse (GWAC-Citizen Rep Position #2), *Ignacio Marquez (AGR), *Elizabeth Torres (Citizen), *Nieves Negrete (Citizen)

*via phone

Key Discussion Points

Welcome & Meeting Overview: Lisa Freund welcomed the group and presented an overview of the meeting agenda.

A discussion of EPO's involvement in the Irrigated Ag outreach to the producers and growers took place. Several Irrigated Ag members had discussed the possibility of EPO conducting a survey and providing outreach and education to the producers and growers. As the Irrigated Ag had to not made a formal request, it was remanded back to that group for further discussion and clarification via Jean Mendoza.

ACTION: Joye Redfield-Wilder will inquire through Ecology whether the fruit grower community was invited to sit on the GWAC. Jean will clarify Irrigated Ag's "ask" of the EPO.

YHD Medical Rep on EPO: Andy spoke with Gordon Kelly at the Yakima Health District about YHD providing a medical representative to join the EPO group. Gordon doesn't feel this is possible at this time due to short staffing.

ACTION: No further action to find an additional representative from the medical field will be taken at this time. If advice is needed in the medical/health arena Andy will run it through Gordon Kelly.

WorkSource: No report at this time.

GWAC Talking Points Feedback: The EPO group reviewed the GWAC recommended changes to the general slide power-point presentation. The GWAC's specific recommendation was to remove references to "enforcement" activities. Changes to slide #10 have not yet been forwarded by the GWAC member who made the request; however, the EPO group suggested changing the word "enforcement" on the slide to "accountability." Changes to slide #11 were agreed to by the group. For easier reading, it was suggested that the orange font color be changed to a brighter color on all slides.

ACTION: Lisa will present the recommendations to the GWAC at its December 19th meeting for its approval.

Report Back On Radio Advertising: Ignacio Marquez reported that he got a quote from Adelante Media Group. He is also waiting for a quote from La Familia. He followed up with the Yakama Nation regarding a representative for the EPO group, he is waiting to hear back from Elizabeth Sanchez.

ACTION: Ignacio Marquez will forward the Adelante Media Group quote to the EPO group. Lisa Freund will check into what Yakima County is currently doing regarding advertisement to see if the EPO could piggy-back with the County to get a better rate. Joye Redfield-Wilder will check to see which English radio stations Ecology is currently doing business with.

Outreach for High Risk Well Assessment Survey: YHD has starting contacting the 45 households from the Public Questionnaire survey who expressed interest in a well assessment survey. Some households have agreed to participate; however, they have had some declines due to fear of consequences if they participate. One household started the survey and terminated it due to a question that was perceived as invasive (income question). The group discussed options for better educating the public on the pros of having this free testing of their wells.

ACTION: The group calendared the following action plan for outreach to the community.

Immediately:

- Develop and seek approval for the outreach campaign marketing Budget (Lisa F/Joye)
- Announce the survey and seek support at the Proyecto Bienestar meeting on December 11, 2013 (Lisa will make request of Chair Rand Elliott)

- Draft and finalize a Letter to Newspapers for Chair Rand Elliott's signature - by December 11. (Joye/Lisa F.)
- Edit and finalize the direct mail letter to the 600 households who will be invited to participate in the survey-by Dec 11 (Lisa will send draft letter to Joye Redfield-Wilder for edits)
- Draft, finalize and send out news release for area media-by Dec 16 (Lisa F.)
- Identify available spots on KDNA's January calendar for the one-hour public affairs program. Report back with available dates-by Dec 11 (Elizabeth Torres)
- Schedule KDNA public affairs date
- Draft PSAs- by Dec 11 (Joye)
- Draft church bulletin notice -by Dec 16 (assigned to Joye?)
- Outreach to churches (Patricia)
- Schedule KIT radio program - Bastinelli - (Done. Rand is scheduled on Mike Bastinelli's program on December 23. He will discuss the survey (If)
- Resend radio ad quotes to the group (Ignacio)
- Launch PSA radio campaign-last week of December (Ignacio/Lisa)
- Participate in KDNA's public affairs program -Jan TBD. (Andy Cervantes)
- Mail postcard reminder to the 600 households -TBD

Week of December 9th: Due: PSA radio spots and pricing identification, proposed marketing budget, draft letter to newspapers, letter to 600 households, draft news release, and PSA text.

- Joye Redfield-Wilder will translate the key points in the letter into radio spots and church fliers
- **Note: ALL EPO members** are tasked with reviewing materials and returning comments by Monday, December 9 at 5:00 PM.

Week of December 16th: - Due: church fliers, PSA language and advertising budget to GWAC

- Distribute news release announcing survey.

Spanish Language Translation of GWAC meetings: Not addressed at this meeting due to the time-sensitive discussion of the risk assessment outreach campaign. Jean requested it be placed at the top of the January agenda.

New Mom Brochure: Not addressed at this meeting due to lack of time (see above).

Healthcare Provider Survey: Not addressed at this meeting. Lisa noted that Jean's concerns with the Yakima Health District have been remanded back to the GWAC, via Facilitator Penny Mabie. The EPO is not the appropriate body to address her concerns.

Website links and 4th quarter outreach opportunities: Not addressed at this meeting.

The meeting was adjourned at 4:00 PM.

Next meeting Wednesday, January 8, 2014 at 1:30 PM, Yakima County Courthouse Room 419 (phone: 509-574-2353 [PIN# 2353#])