



Groundwater Management Area (GWMA):

The purpose of the GWMA is to reduce nitrate contamination concentrations in groundwater below state drinking water standards

Education & Public Outreach Working Group Meeting

Meeting Time and Location

Wednesday, February 5, 2014, 1:30 – 3:30 p.m.

Yakima County Courthouse 4th floor - Room 419
Call In: 509-574-2353 (pin 2353#)

Purpose of the Meeting:

- Develop 2014 Outreach Task List
- Review Status of High Risk Well Assessment Outreach and determine next steps
- Review status of new mom brochure and determine next steps

Agenda

Time	Topic	Purpose	Lead
1:30 - 1:35 p.m.	Welcome & Meeting Overview	<ul style="list-style-type: none">• Introductions, meeting overview, confirm agenda	Lisa Freund, Chair
1:35 - 1:45 p.m.	Spanish Language Outreach	<ul style="list-style-type: none">• Hear from Jean about the audience for Spanish-language GWAC meeting summaries	Jean Mendoza
	DECISION:	<ul style="list-style-type: none">• Determine next steps	
	2014 Outreach Task List		
1:45 – 2:30 p.m.	DECISION:	<ul style="list-style-type: none">• Develop 2014 outreach task list (see milestones document)	Lisa
2:30 – 3:00 p.m.	Outreach for High Risk Well Assessment Survey	<ul style="list-style-type: none">• Status and Report Backs on:<ul style="list-style-type: none">○ KDNA Public Affairs○ Radio Ads/PSA's○ Bulletin/Flyers○ WorkSource Materials	Lisa Freund Elizabeth Torres Ignacio Marquez Patricia Newhouse
	DECISION:		
3:00 – 3:20 p.m.	New Mom Brochure	<ul style="list-style-type: none">• Hear from Jean on brochure status	Jean Mendoza
	DECISION:	<ul style="list-style-type: none">• Determine Next Steps	
3:20 – 3:25 p.m.	2014 Meeting Schedule	<ul style="list-style-type: none">• Evaluate Wednesday p.m. meeting time.	Joye
	DECISION:		
3:25 – 3:30 p.m.	Next steps	<ul style="list-style-type: none">• Review action items, next steps, and March meeting date & topics	Lisa

Next Meeting: March 5, 2014 1:30-3:30 pm

EPO'S OUTREACH SCHEDULE

High Risk Well Assessment Survey

December 2013 - February 2014

COMPLETED

1. Proposed Outreach budget –Vern approved Dec. 09
2. Mailed Rand's Letter to newspapers – Dec. 13, 2013 [PUBLISHED: YHR December 22; El Sol December 27; Sunnyside Daily Sun, January 10; Review-Independent January 24]
3. Mailed 600 invitations to residents - MAILED Dec. 13, 2013
4. Issued News release about program –Mon. Dec. 16 – to radio stations; newspapers. [STORIES/ARTICLES: KIMA Dec 16; YHR and Sunnyside Daily Sun December 17]
5. Scheduled KIT radio program – Bastinelli – Dec 23. – ~~Rand confirmed~~ [cancelled]

JANUARY 2014

IN PROGRESS

6. Church bulletin outreach (Lead: Patricia Newhouse)
7. Launched PSA radio campaign - Start last week of Jan. through February. KDNA Jan. 24; KIT Jan 28 (Lead: Ignacio Marquez)
8. Scheduled Radio KDNA – Public Affairs 1-hour program – Feb 14. – Andy and Ignacio (Lead: Elizabeth Torres)
9. Work Source Outreach - (Lead: Rhonda Marquez)
10. Mail postcard reminder - TBD