

## Education and Public Outreach Working Group

### Charge from Groundwater Management Area Advisory Committee

Edit the Nitrogen Cycle and Nitrate Education talking points as requested by the GWAC. Bring back the edited version to the GWAC's April meeting for final approval.

### 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), Ignacio Marquez (AGR)

### Meetings/Calls Dates

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Meeting: Wednesday, April 2, 2014                      1:30 PM – 3:30 PM

### Participants

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

\*via phone

\*\*skype

### Key Discussion Points

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

**Feedback from the GWAC:** EPO presented the Nitrogen Education and Nitrogen Cycle slides to the GWAC at its February meeting. The GWAC requested edits to the Nitrogen Education slides, and they vetoed the Nitrogen Cycle slides as presented. They requested simpler graphics, better vetted materials and less confusing messages. They would also like to have both the intended presenter and intended audience identified for each presentation.

Following this feedback, Andy Cervantes, Gretchen Stewart and Lisa Freund edited both slideshows and placed the standardized messages in a spreadsheet that identifies the

requested GWAC edits and how the EPO addressed it. Gretchen Stewart is currently compiling the final version.

**ACTION:** Gretchen will send the edited version to the EPO group. Comments must be sent to Andy as soon as possible, as the final version needs to be submitted to the GWAC no later than April 10. The GWAC will be tasked to provide comments back to the EPO before April 17, with the understanding that unless the GWAC responds with additional edits, the EPO version will be approved at the April 17 meeting.

**Outreach for High Risk Well Assessment Survey:** as of March 31, 85 High Risk Well Assessment Surveys had been completed. Lisa reported that the contract with the Yakima Health District was extended to May 31, 2014. EPO and the GWAC have 60 days to solicit participation in the surveying; however, with the exception of about \$400, the entire \$7000 budget has been spent. The group has funds left for a final mailing and flyers.

Ignacio reported that he has made approximately 5 presentations in English and Spanish to 60-75 people at Work Source in Sunnyside. He has also made presentations to the administration and clinic staff at the Yakima Neighborhood Health Services; to Migrant Head Start and OIC of Washington; and at Casa Nuestra.

He noted that about two out of 10-12 (20%) WorkSource audience members at each presentation had heard about the GWMA or GWAC. He added that he had good response to the presentations with people asking questions and forwarding the information about free well testing to friends and relatives. Both Ignacio and Patricia have given out flyers to a variety of organizations including school districts, banks, gas stations etc. Kathleen Rogers has also helped distribute information to healthcare agencies and businesses. 500 flyers were distributed to customers at the Cheyne landfill and the Lower Valley Transfer Station. Approximately 1,000 flyers have been distributed so far.

The EPO agreed that a "last chance to participate" well assessment news release will be sent to the media. The 85 participants will also be sent a letter asking them to invite friends and neighbors to participate in the survey. A lower valley calendar of community events will be prepared for one last push for participants before the May 31<sup>st</sup> deadline.

**ACTION:** Lisa will issue a "last chance" news release and prepare a postcard that will be mailed to survey participants, asking them to share the free well testing information with friends and neighbors.

**ACTION:** Flyers will be offered to GWAC members on April 17 with a request to help with outreach.

**ACTION:** Ignacio will continue to do presentations at WorkSource and other community meetings.

**ACTION:** Patricia will prepare a calendar of April-May lower valley events with contact information. Members who have contacts with specific events will inquire about distributing flyers at those events.

**ACTION:** Dean will make arrangements to present the flyers at the Zillah Day's event in early May.

**Public Questionnaire Survey Analysis:** Jean presented an analysis document of the public questionnaire survey that she created and Andy edited. The group discussed how best to present the 23-page document to the GWAC. The EPO decided that Jean/Andy should write an executive summary with a paragraph that explains the intent of the survey, and shorten the document to no more than eight pages. The purpose of the analysis should also be made clear to the GWAC.

**ACTION:** Patricia will provide Jean with input as to what the most important points should be in the summary from a first-time reader's (GWAC) perspective.

**ACTION:** Andy and Jean will create a summary version of the analysis of no more than eight pages and bring it back to the EPO for final approval.

**GWAC Task List:** Lisa provided the EPO group with the GWAC's compiled 2014 Task List. She pointed out that two working groups –RCIM and Irrigated Ag—will be seeking EPO support in the coming months.

**ACTION:** Residential, Commercial and Industrial (RCIM) will be attending the May EPO meeting to discuss their outreach proposal regarding proper septic system maintenance.

**New Mom Brochure Campaign:** Lisa reported that the technical language was still being reviewed by the pediatricians at PEHSU. When EPO receives their feedback, we can move ahead with the campaign.

### **Resources Requested**

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None.

### **Recommendations for GWAC**

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Approve edited standardized talking point slides.

### **Proposed Next Steps – May Meeting Topics**

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- RCIM Outreach Request (Bob Farrell, Chair)
- High Risk Well Assessment Status (Ignacio, Andy, Lisa)
- Review Public Questionnaire Executive Summary (Jean & Andy)

- New Mom Campaign update (Jean, Dean and Gretchen)
- [placeholder] Irrigated Ag Outreach Request (Jim Trull, Chair)
- [placeholder] Mid-course review: EPO goals and objectives status (Jean)

Next meeting Wednesday, May 7, 2014 at 1:30 PM, Yakima County Courthouse Room 419  
(phone: 509-574-2353 [PIN# 2353#])