

## [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), 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, March 15, 2017 from 1:30 to 3:30 PM.

#### Participants

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Lisa Freund (Chair-Yakima County), Patricia Newhouse (GWAC-Citizen Rep Position #2), Ignacio Marquez (AGR), Joye Redfield-Wilder (Ecology), Andres Cervantes (GWAC-DOH), \*Jessica Black (GWAC), and \*Gretchen Stewart (EPA). \*Via phone

#### Key Discussion Points

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The meeting was called to order at 1:33 PM. Lisa welcomed everyone and reviewed the agenda.

Debrief the “What You Can Do to Protect Well Water” Campaign: Lisa passed out a summary of campaign Outreach and Expenditures for March and April 2017. The Daily Sun News insert went out on a Wednesday with the shopper so it was delivered to both subscribers and in the mail to the general residency. A member had received the insert and found it very colorful. 22,700 inserts had been sent out between the two papers at a cost of \$4,013.90 and targeted mainly the Lower Valley GWMA. Lisa said the County had received several calls as a result of the insert. Andy Cervantes agreed to field Spanish-language questions; Lisa will inform Yakima County personnel to send Spanish-speaking inquiries to him. In addition, working group members Andy Cervantes and Ignacio Marquez were interviewed on Radio KDNA and Commissioner Rand Elliott on KIT. Both Andy and Ignacio thought the interview went well. Their message was simple: find your well, fix it, sample it and treat it, if necessary. They also emphasized that they wanted to hear from folks about the challenges they face so that they could convince people who have funds to provide them, but were disappointed at the number of calls into the program. They agreed that Francisco did well asking questions that led into the talking points Lisa had prepared. Lisa said that Rand’s interview with KIT lasted 10 minutes and was replayed later in the day. She listened to the interview and said that the interviewer did a remarkable job at hitting every talking point. The group agreed that 22,000 flyers and two radio interviews accomplished the goals set at last month’s EPO meeting. The group was also pleased that the outreach had been completed within a month of the flooding in Outlook.

The group also discussed the Walmart flyer distribution that had been postponed due to extenuating circumstances. Walmart agreed to reschedule the distribution to April 29. Ignacio and Andy agreed to check their calendars for availability. Jessica agreed to recruit students to help as well. The new date would allow for the table, tablecloth and banner to be displayed allowing the community to see the GWMA branding. The group agreed that it was good to continue these outreach efforts. Pat had also tried to contact Fiesta Foods twice, but failed to get a response. Ignacio had a contact and was going to see if he could work out a time for this outreach venue as well.

Lisa also reported that she had spoken with Vern about the well assessment sampling survey offer. Vern indicated that since this endeavor would be a continuance of data collection the GWAC must make the decision to spend any additional money. Unfortunately the data collected from the previous two endeavors (460+ surveys) was not as helpful as they had hoped due to some unforeseen circumstances. Andy agreed to look at the data to see what might be learned from it. Lisa will send it to him. Another member suggested that he determine if it could be mapped as she thought this would be helpful. A member added that if the request for additional assessments was going to be presented to the GWAC it would be important to tell them why they should approve it and the benefit to the plan. Another member noted that the just-completed "What You Can Do to Protect Well Water" Campaign only elicited two calls to the County. After lengthy discussion the group agreed that none of the outreach done to date elicited much response and that the efforts to get information out to the community should continue, but well testing could be done at the homeowner's expense. The group also discussed other methods of communication, but felt that the outreach effort had been their best.

**"What Can You Do" Flyer Distribution:** The group agreed to include the flyers in the next GWAC agenda packet. It was also suggested that they be made available at the Yakima Health District, KDNA reception area, a local veterinarian clinic, Public Services at Yakima County and the Department of Ecology. They are also currently available online at the Yakima County website. Pat reported that she spoke with both the library and post office in Sunnyside, but neither had much space available for display. Another member suggested that a video be filmed of proper well maintenance. Andy indicated that the Department of Health website included a short video on this topic which he will find and send to Lisa. The group agreed that the link could be added to the GWMA page on the brochure. Lisa will also check into putting the video on the County Planning Division and Water Resources Division Facebook pages and determine their ability to provide feedback. Joye will prepare a short clip to go with it.

**2017 Outreach - Working Groups:** Lisa reminded everyone that at the January EPO meeting Vern explained the expectation under the grant for the GWAC to: 1) report on what had been accomplished; 2) describe the group's audiences; and, 3) explain the group's main talking points. As a result, EPO had asked the Working Groups to complete questionnaires with a series of six questions. Answers to those questionnaires had been summarized and provided to the members prior to this meeting for discussion. Several members stated, however, that they were still confused about what they were expected to do. Lisa rephrased and asked the group how this

information could be used to answer the question “what have the working groups accomplished in the last five years.” After a great deal of discussion the group agreed that they needed to better understand the purpose of the outreach before they could develop a plan and felt that Lisa should update Question No. 2 on behalf of EPO. The group also made the following points for consideration once the goal was better understood: 1) According to the agreements reached by the GWAC only Vern and/or the Commissioners could act as spokespersons. 2) It was suggested that the questionnaire be given to the GWAC for their direction on what kind of short term and long term recommendations for outreach/messages they would like delivered and that the working groups be reminded that EPO is the marketing arm of the group and ask if they have any messages they want presented to the community in the short term. 3) It would also be helpful to know when the GWAC report would be finalized as some members felt this was a “need to know” before providing a status report to the community.

**Next Meeting and Next Steps:** The next EPO meeting is scheduled for Wednesday, May 3, 2017 at 1:30 PM, Yakima County Courthouse Room 419. The meeting was adjourned at 3:34 PM.

## Resources Requested

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### Recommendations for GWAC

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Requesting clarification on short and long-term recommendations for outreach and messaging.

### Deliverables/Products Status

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“What You Can Do to Protect Well Water” Campaign was successfully completed.

### Proposed Next Steps (Summary of ACTION STEPS)

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**Ignacio:** Determine availability to help at April 29 Walmart outreach and let Lisa know. Check with friend about handing out flyers at Fiesta Foods in Sunnyside.

**Andy:** Determine availability to help at April 29 Walmart outreach and let Lisa know. Locate the link to the Department of Health video on caring for your well and send it to Lisa. Look at the well assessment data from the last two rounds to see what could be learned from it and map it if possible.

**Joye:** Provide Facebook Spanish contacts. Prepare a short clip to go with the Department of Health how to care for your well video for the various sites.

**Lisa:** Email Jessica with details about April 29 outreach at Walmart for recruitment purposes. Add video from DOH to GWMA website and check on posting it to the Planning and Water

Resources Facebook pages and the ability to get feedback once it is posted. Provide the well assessment data from the last two rounds to Andy for study and possible mapping. Place the "What Can You Do" brochures in the GWAC agenda packets for April 20. Update Question No. 2 on the Questionnaire Summary for EPO. Ask Vern to clarify 2017 Outreach goals.

**Jessica:** Recruit students for April 29 outreach at Walmart.