

**Southern Willamette Valley Groundwater Management Area (GWMA)
Committee Meeting – April 23, 2009
Dari Mart offices 125 E. 6th Junction City**

Present: Jim Anderson (Truck and Travel)*, Linda Modrell (Benton County Commissioner)*, Tim Bunnell (City Public Water Supply Operator)*Rick Partipillo (Linn County)*, Judy Volta (Coburg Mayor)*, Roger Haffner (Wilbur-Ellis Farm Supplements)*, Jim Pendegrass (Long Tom Watershed Council), Pat Straube (Citizen and CAFO Representative) *, Jerry Marguth (Farmer)*, Sue Lurie (Natural Resources Representative), George Pugh (Linn County Farmer)*, Annabelle Jaramillo (Benton County Commissioner)*, Dennis Boeger (On-Site Engineer-Business owner)*, Audrey Eldridge (Department of Environmental Quality) , Denise Kalakay (Lane Council of Governments), Shawn Stevenson and Betsy Perry (Department of Human Services), Bill Emminger (Benton County, Environmental Health), Nicholas Chambers and Kevin Fenn (Department of Agriculture), Jacqueline Fern (Department of Environmental Quality), Melissa Fery (OSU Extension Service), Terry Nelson (Natural Resource Conservation Service), George Ehlers (Lane County resident), Alan Henning (US Environmental Protection Agency), Paris Edwards (OSU Student), Chris Marko (Rural community Assistance Corporation), Gary Atwood (volunteer monitor). * denotes Committee member

Committee Members Absent: Karen Strohmeyer (Cascade Pacific RC&D)*, Faye Stewart (Lane County Commissioner), Gary Whitney (resident), Lanny Zoeller (Realtor)*, Rich Margerum (Long Tom Watershed Council)*,

Announcements, Introductions, Adjustments to Agenda

Committee members, staff, and others in attendance introduced themselves.

Public Comment

Terry Nelson introduced himself as a semi-retired Natural Resource Conservation Service (NRCS) employee. He said that the NRCS is working on how to prioritize activities within the GWMA and looks forward to working with the Committee.

Volunteer Well Water Monitor Recognition

Melissa Fery talked about the impressive efforts of the volunteer groundwater nitrate monitors in the GWMA. The volunteer monitors have been sampling their own and neighbors wells for about 2 years. The goals of the program are to:

- Increase community awareness and participation in protecting groundwater;
- Provide residents with information and resources for groundwater protection;
- Better describe the extent of nitrate contamination;
- Detect seasonal trends and regional changes in nitrate concentration; and
- Provide information for decision makers

Melissa expressed a big thanks to all of the volunteers for their continued efforts. Benton County Commissioner Annabelle Jaramillo presented Gary Atwood, one of the volunteers, with a token of appreciation.

2008 Baseline Survey on Understanding and Perception

Oregon State University student Paris Edwards has been developing, conducting, and analyzing a survey of GWMA residents this past year. The goals of the survey are to:

- Create baseline information;
- Assess policy relevant knowledge in the GWMA;
- Identify knowledge gaps; and
- Target education efforts.

Paris presented background information and an overview of survey results contained in her presentation.

Work Session for Developing the Formal Outreach Plan

Audrey Eldridge started the work session by providing some background information and outlining the work session process. Audrey reminded the Committee that two Committee meetings ago, a Committee member referred to the GWMA as needing to become a household word. From there, the Committee decided to form a sub-committee to outline a major Groundwater Management Area (GWMA) Festival. The GWMA Subcommittee asked themselves “if we built it (the GWMA Festival) would they come”? This group decided that there is a need for an organized outreach plan, to build support for a major GWMA event.

Audrey expressed a need for a range of options, from lean and mean to fully-staffed. The DEQ will know by May if DEQ will have funding for the GWMA Coordinator and lab positions. There is hope that some GWMA partners may be able to move the project forward by obtaining grant funds. Audrey asked those present to help define the “Outreach Plan” by participating in one of four groups: Marketing; Speaker Bureau; Festival Major Event and Schools K-12. A handout provided a brief summary of what each group was charged with and participants were asked to choose the group that fit their skills and interests. After discussing the topics within their groups, they reported out to the larger group their discussion points and results. Following is a summary of what the four groups determined.

Marketing

This group explores “promoting” the Groundwater Management Area and was tasked with answering the following questions:

1. Are there additional primary target groups, sub-groups (incorporate survey findings)
2. Are there key geographic areas to target such as septic system cluster areas, sensitive soils, etc.)
3. What is/are the key message/s for each group/sub-group?
4. What are the best ways to deliver the messages (presentations, workshops, newsletters, etc)?

Target Groups

Agriculture

- Crops
- CAFOs

- Soil and Water Conservation Districts

Residential

- Urban
- Rural
- Landscapers

Scale – size of land holdings

- Small (hobby farms) less than 10 acres

Geographic - (counties, watersheds, etc.)

- Population clusters
- Counties
- Watersheds

Audiences

- Target people who don't know anything
- Target everyone at least once
- Give people a place and person to call – such as County Environmental Services, Soil and Water Conservation Districts, etc.
- Train contact people in agencies to handle GWMA calls
- Identify – Why do people care?

Message Delivery

- Newsletters
- Points of sale
- GWMA logo with map outline
- Something eye catching and clever
- GWMA dollars
- Short and sweet handout
- Standard PowerPoint slides

Major Event Planning

The focus of this group is on holding a major event and worked on the following:

1. What would bring people to a major event?
2. Should this future event be GWMA only or should it include other similar issues (surface water, wetlands, other environmental issues?)
3. And who are the target audiences?
4. What could this event look like (format, timing, location)?

Target Audiences:

Families
Agriculture community
 Small farms
 Commercial agriculture
Nurseries

Awareness

Leads to behavior change
Identify what changes and how

Tag on to other organized entities and events rather than having an individual event

Fertilizer retailers
Daffodil Festival
Earth Day events
County Fairs
Farmers Markets
Harrisburg 4th of July
DeVinci Days
Kids Day for Conservation
Rural Forum
Horse events
Home garden shows

K-12 Education

This group examines potential outreach in public schools and is asked to answer:

1. How do we get incorporated into the schools? Who are the right contacts to make this happen?
2. What are the topics that benefit teachers, and allow them to include GWMA-related topics into their curriculum?
3. What type of information would a parent like to see a child have access to? What information could the children bring to the parents that would help to educate both?

Target Audiences

Residential

- Schools
- Educators
- Families
- State Agencies

Messages & Delivery Options

- Obtain buy-in at top Governing Level (school) to overcome firewalls between school and outside programs (4-H, religious communities, etc.)
- Develop language for State policy encouraging school involvement
- Also approach from the bottom-up. Offer drinking water protection activities to schools/ principals for health, science, social study teachers
- Identify all science teachers in schools in GWMA – find a spokesperson
- Offer ‘packaged’ activities/curriculum (e.g. Timber Day in schools)
- Incorporate GWMA into School Assembly as a traveling show
- Draw from outside resources – don’t recreate the wheel
- Train the Teacher Programs (e.g. WREN)
- Present at In-Service Days to Science Teachers – focus on Elementary Schools
- Field Trips, visit wells, well scope videos
- Science Ed grad student project to develop curriculum to offer (involving team with teacher and GWMA representative.)
- Integrate into Sustainability efforts (e.g., environmental education grant to connect GWMA to schools)
- Overcome ‘silo’ effect through integration
- Craft message that can help those who are fearful of regulation; How can we all have the best water possible? Make it fun, non-regulatory, focus on the science & importance of protection to prevent regulation down the road!
- Connect surface water and groundwater, especially with High Schoolers.
- Involve the Long Tom Watershed Council, Science Factory

Speakers Bureau:

This group will provide input on building a successful speakers bureau with consideration of the level of staffing that may be available (or not), and was asked to answer the following:

1. Is there a single core message for all groups/sub-groups?
2. What messages are important for the various sub-groups and who are the appropriate spokespersons for each sub-group?
3. What resources would each spokesperson need in order to be effective (such as presentation, speaker points, handouts, etc.)?

Target Audiences

- All

Messages, Resources & Options

- Increase people’s awareness – Focus on Well Owners: Do you know what is in your well? Test it!
- What to do when you find something in your well

- There is a disconnect between City and Domestic well owners
- Nitrate is the canary in the groundwater
- Win hearts and minds
 - Free nitrate screening
 - Focus on small geographical areas of well water testing (i.e., neighborhoods)
 - Provide this service by word of mouth
 - Involve a community partner and a Well Testing Booth on the street (at least 2 days in a row)
 - Partners can include FFA, Scouts, School, 4H, Farm Stands, Neighborhood Networks
 - Can bacteria testing be offered?
 - Keep info relevant to well tests in booth
- Oregon Field Guide
 - If we can get the GWMA on this program, it may lead to 30 second spots on OPB
 - Run video in booth
- Get internet info on a Business Card
- Approach Fertilizer Retailers to promote good fertilizer practices
- Find a way to get GWMA Dollars available to promote good protection practices
- Use utility bills as a means to inform the community