

**SWV GWMA**

**MPA Capstone Project 2017**

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# MPA Capstone Applied Research Project

Two-term terminal project

Student consultant groups

Public agencies or nonprofit organizations

Real world applied policy or management research



UNIVERSITY OF  
OREGON

PPPM



- Public Perceptions
- Demographics
- Outreach



- Partnership with LCOG
- Survey collaboration
- Community impact

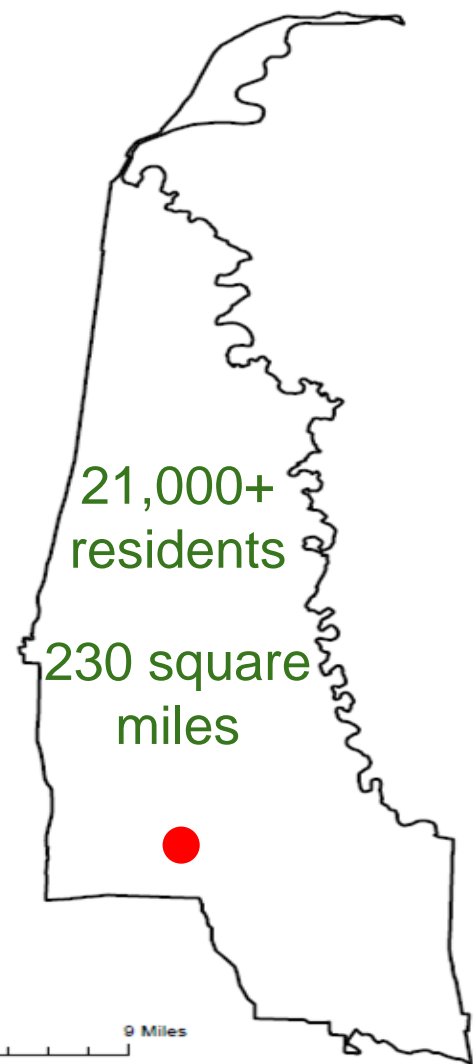
# About the GWMA

(2004)  
GWMA  
Designation

(2015)  
Action Plan  
Update



Action  
Plan  
(2006)



How many people here live within the GWMA boundary?

How many residents in the GWMA use a home filtration system?

# Overview

Efforts to gather survey data in the GWMA

How our research is intended to increase awareness

How our recommendations can increase collaboration

Gather Data

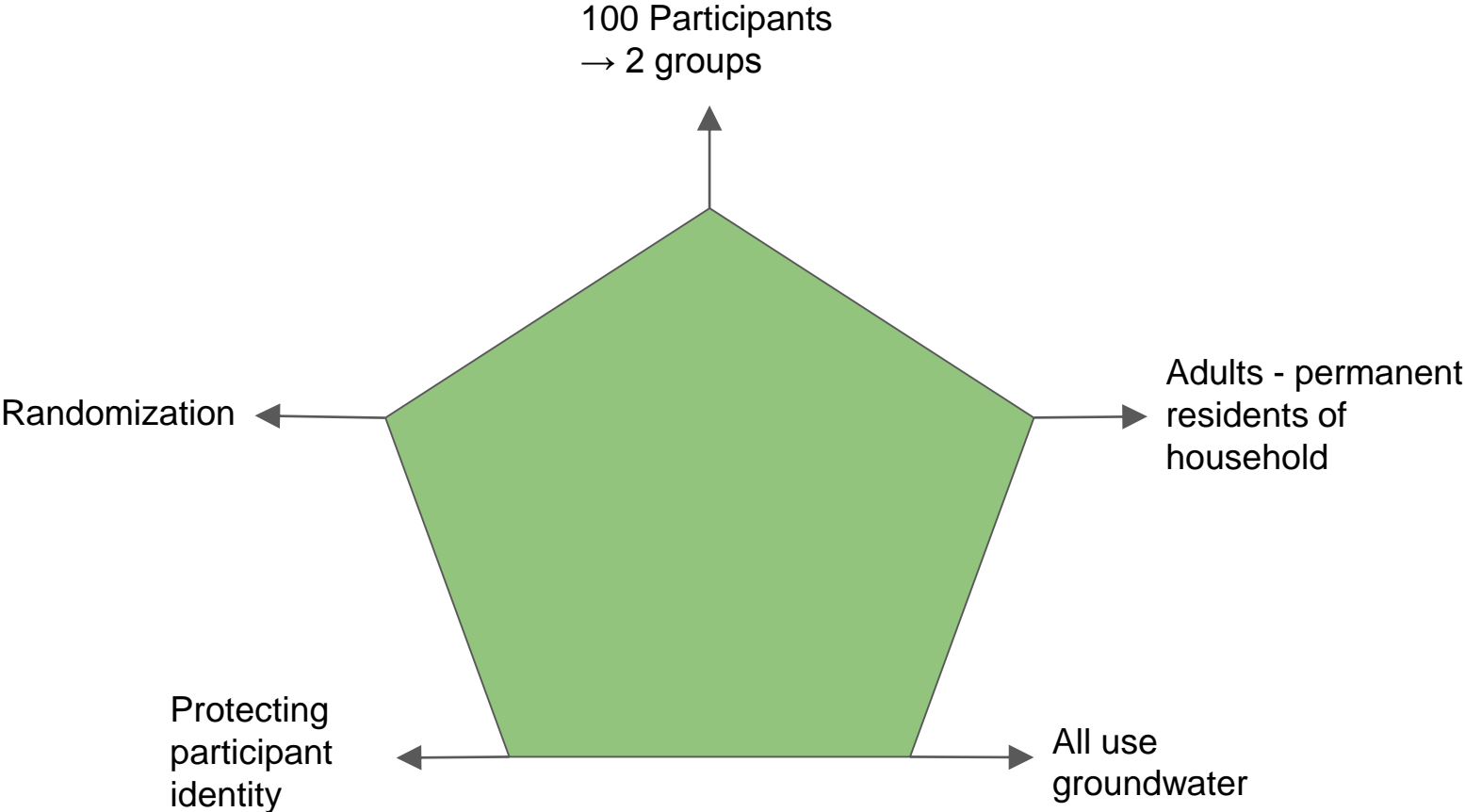


# Research Question

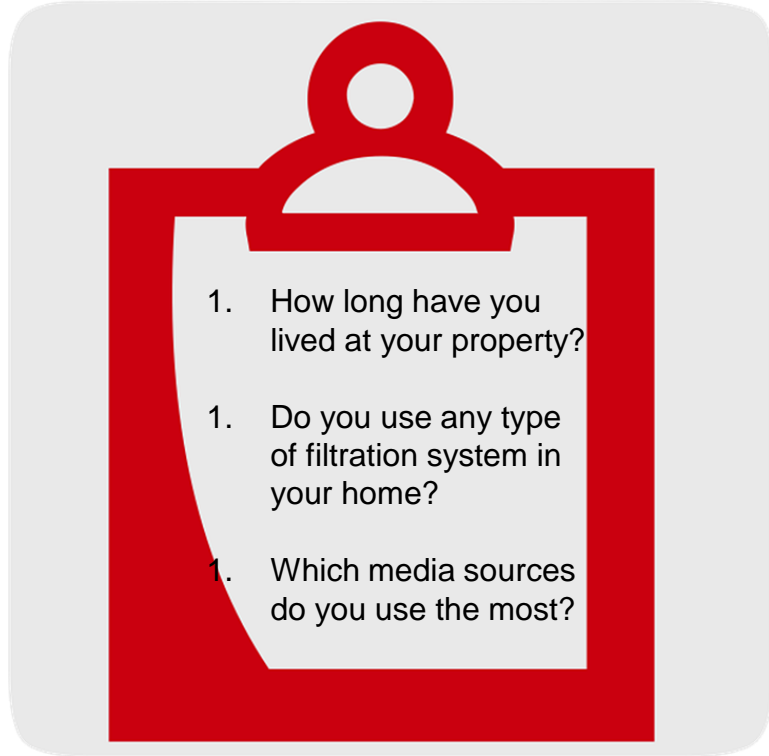
Behavior: What are the barriers to residents testing their water and installing filtration systems?

Outreach: What types of strategies can improve public relations and messaging?

# Survey Design



# Gathering Data



	Group 1	Group 2
Survey	✓	✓
We Test Water		✓
Participants Test Water	✓	

Increase Awareness

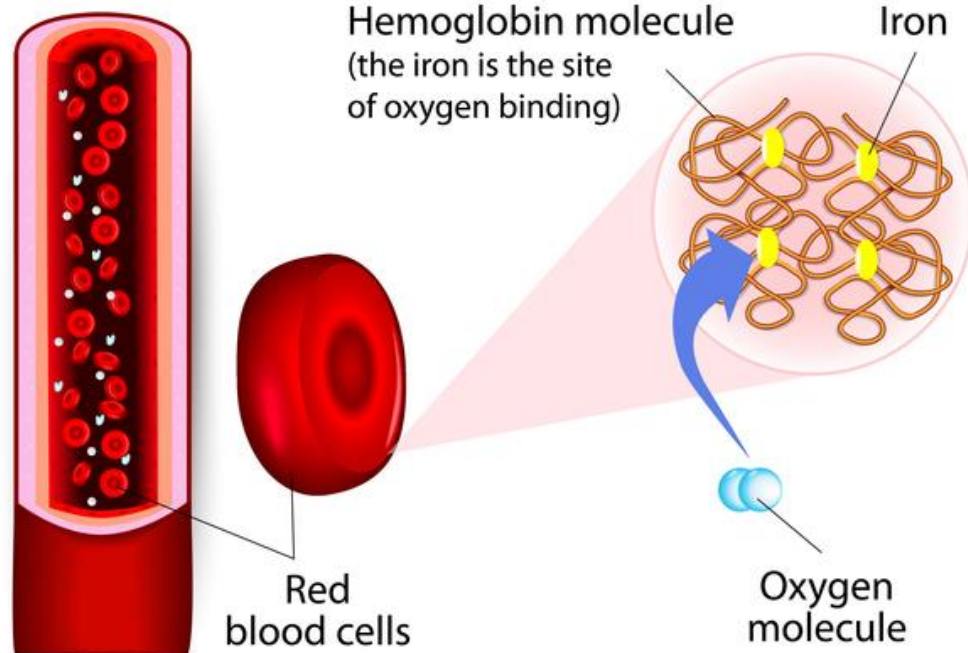
# Health Risks

- **Blue baby syndrome**
- Various cancers
- Adverse reproductive outcomes
- Diabetes
- Thyroid conditions

*(NIH, 2011)*

## Methemoglobinemia

### HEMOGLOBIN



# Ineffective Filtration

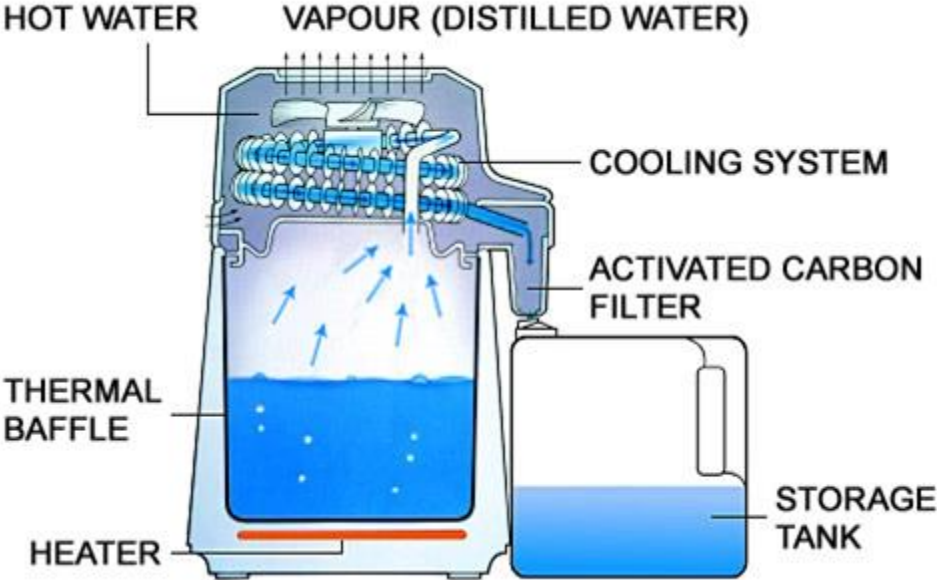


# Filtration Systems for Nitrate

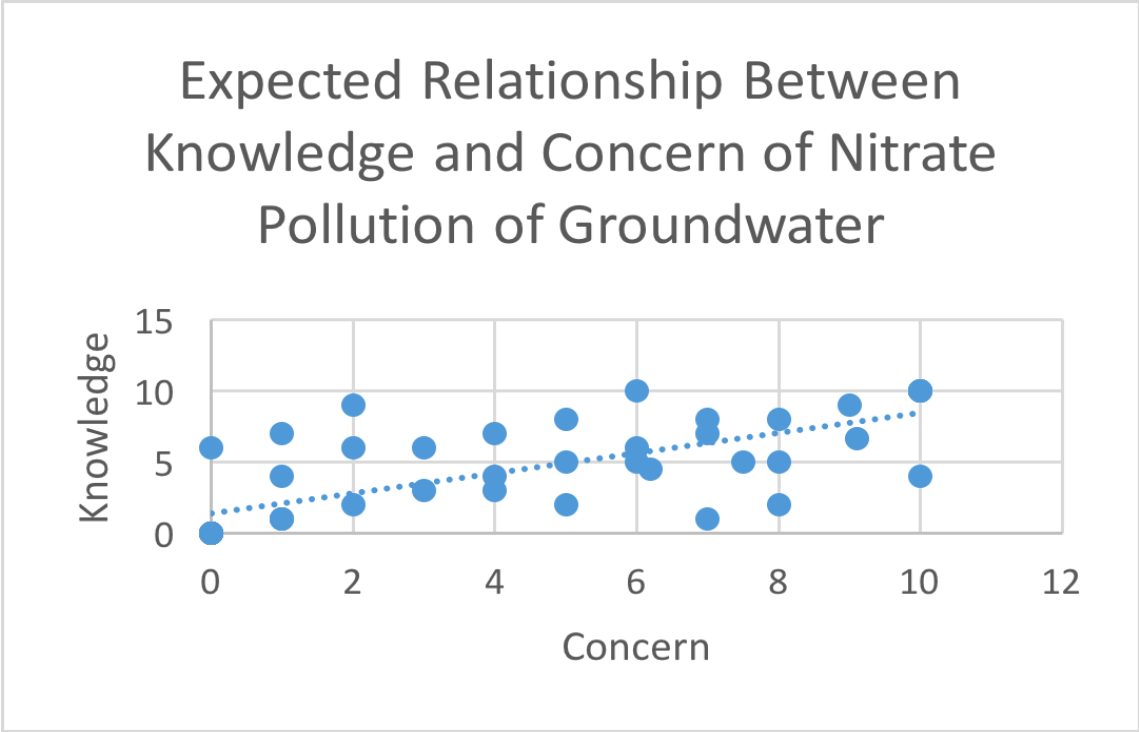
## Reverse Osmosis



## Distillation Unit



# Increase Awareness





Make Recommendations

# Targeted Outreach

Age

Gender

Household size

Years in household

Favorite media outlets



# Social Media Strategy

Fast information delivery

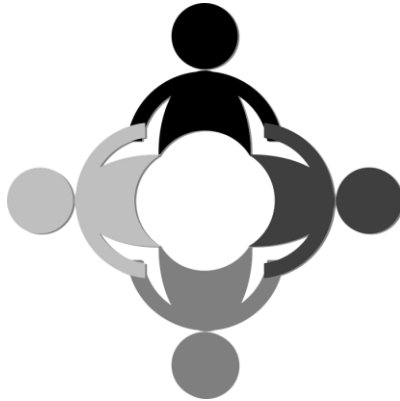
Improve public relations

Insight into perceptions

Response tracking and analytics



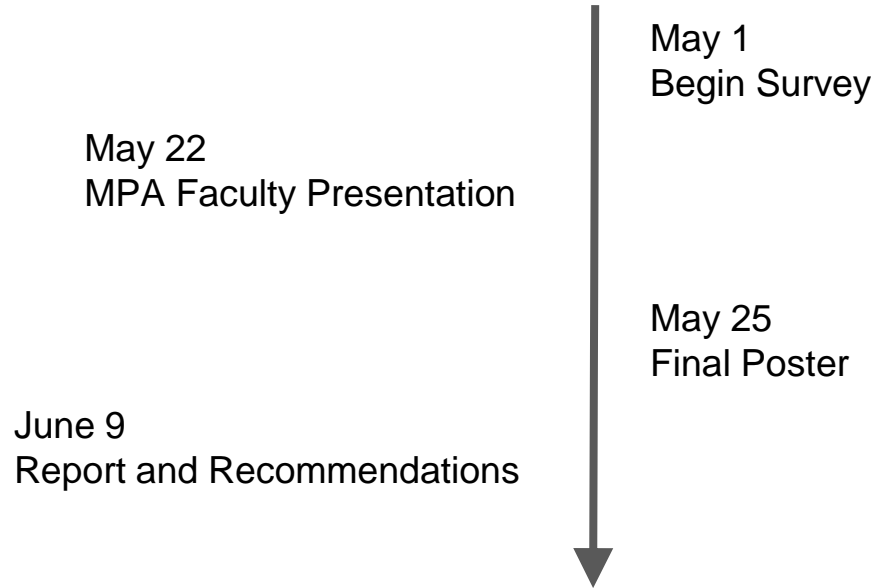
# Increase Action and Collaboration



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**Extension Service**

# Timeline



# Questions

What are the biggest barriers to increasing action and awareness?