

PUBLIC OUTREACH AND EDUCATION SUBCOMMITTEE
OF THE
TEXAS GROUNDWATER PROTECTION COMMITTEE
RECORD OF MEETING
Third Quarter Meeting, Fiscal Year 2012

Meeting Date: March 1, 2012
Meeting No.: 33

Place: TCEQ Campus, Bldg F
Room: 3202A

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MEETING ATTENDANCE

Subcommittee Members

Diane Boellstorff (Co-Chair)
Kristine Uhlman
Kathy McCormack (Co-Chair)

Alan Cherepon
Peter Pope
Michael Hare
Mel Davis

Jana Lloyd
Ned Meister

Affiliation

Texas AgriLife Extension Service (TAES)
TAES
Texas Commission on Environmental Quality
(TCEQ)
TCEQ
Railroad Commission of Texas (RRC)
Texas Department of Agriculture (TDA)
Texas State Soil and Water Conservation Board
(TSSWCB)
TSSWCB
Texas Farm Bureau (TFB)

MEETING HANDOUTS

1. March 1, 2012 Texas Groundwater Protection Committee (TGPC) Public Outreach and Education (POE) Subcommittee Meeting Agenda
2. December 1, 2011 TGPC POE Subcommittee Meeting Record
3. Outreach Events Status Report, March 2012
4. Texas Well Owner Network Workshops and Screenings, February 8, 2012
5. Google Analytics report on TGPC website activity statistics, December 2, 2011 through February 27, 2012
6. TGPC Frequently Asked Questions webpage, January 31, 2012
7. Texas Groundwater Information (TSSWCB email, January 25, 2012)
8. Texas Well Owner Network (TWON) Handbook draft Table of Contents, January 2012
9. Drought 2012 – U.S. Drought Monitor, Texas as of March 1, 2012; U.S. Seasonal Drought Outlook March – May 2012; Public Water Supply Systems Affected as of February 22, 2012
10. 2012 Water-related Conferences in Texas, March 2012
11. TCEQ 2012 Environmental Trade Fair and Conference flyer

MEETING RECORD OF MARCH 1, 2012

1. CALL TO ORDER AND INTRODUCTIONS

Kathy McCormack (TCEQ), Co-Chair of the Texas Groundwater Protection Committee (TGPC) Public Outreach and Education (POE) Subcommittee, called the meeting to order at approximately 1:39 PM CST. TGPC POE Subcommittee members were introduced. There were no concerns with the record of the previous meeting.

2. STATUS REPORTS

Recent and Upcoming Outreach Events – TAES Water Well Screening Events, TAES Abandoned Water Well Closures, and TGPC Booth

The current Outreach Events Status Report (available on the TGPC POE Subcommittee webpage, <http://www.tgpc.state.tx.us/subcommittees/POE/POE.htm>, under “Additional Resources”) was reviewed:

- TAES Water Well Screening Events
 - One since the previous TGPC POE Subcommittee meeting (104 samples)
 - Eight planned through July 2012
- TAES Abandoned Water Well Closures
 - None since the previous TGPC POE Subcommittee meeting
 - None planned at this time
- TGPC Booth
 - Two since the previous TGPC POE Subcommittee meeting (81 estimated attendees)
 - Four planned through August 2012

A photo of an exhibit booth containing TGPC outreach material at the Texas Plant Protection Association Conference on December 5, 2011 was passed around the table. TGPC-sponsored National Groundwater Awareness Week (March 11 – 17, 2012) posters were on display in the front of the room, and they were distributed to POE Subcommittee members after the meeting to bring back to their respective agencies.

TWON Training Activities

Diane Boellstorff (TAES) reviewed the schedule of Texas Well Owner Network (TWON) training sessions; tentative dates were set for May 2012 through May 2013.

TGPC Website Activity Statistics

The Google Analytics report on TGPC website activity for December 2, 2011 through February 27, 2012, including statistics on the website’s visitors, traffic sources, top content, depth of visit, and entrance keywords, was provided to the POE Subcommittee. Website visitation over the last quarter peaked after the GovDelivery email announcing the TGPC January 18, 2012 meeting.

3. SET FUTURE MEETING DATE

The next TGPC POE Subcommittee meeting is scheduled for Tuesday, June 12, 2012, at 1:30 PM CDST, in TCEQ's Building F, Conference Room 3202A.

4. REVIEW, DISCUSS, AND APPROVE DOCUMENTATION

Publications

TAES Reprints

Diane Boellstorff (TAES) had conducted an inventory of the TAES Bookstore and found that there were sufficient quantities of the TAES publications that are distributed from the TGPC exhibit booth. In addition, plans are underway regarding the update of *Questions about Groundwater Conservation Districts in Texas* (TAES B-6120) after the next Legislative session, with printing to be completed by the end of Fiscal Year 2014. The POE Subcommittee discussed using the reproduction allocation in the Fiscal Year 2012 TCEQ/TAES POE Contract as supplemental funding for printing the TWON Handbook.

Popular Press Articles

Existing TGPC FAQs – Review (and Update, if Needed) Assignments

Kathy McCormack (TCEQ) requested that appropriate POE Subcommittee members review some of the older TGPC Frequently Asked Questions (FAQs) for errors, omissions, broken links, and missing references to recent FAQs. Chris Muller (Texas Water Development Board) and David Van Dresar (Texas Alliance of Groundwater Districts) (before the meeting); Diane Boellstorff (TAES), Alan Cherepon (TCEQ), and Kathy McCormack (TCEQ) (at the meeting); and David Gunn (Texas Department of Licensing and Regulation) (after the meeting) agreed to review these FAQs and bring any updated drafts to the next meeting.

TGPC POE Groundwater Educational Outreach Plan Implementation Strategy

Two topics related to the *TGPC POE Groundwater Educational Outreach Plan Implementation Strategy* (“*Implementation Strategy*”, http://www.tgpc.state.tx.us/subcommittees/POE/TGPC_POE_EduOutreachPlan_Impl_Strat03Oct2007.pdf) were discussed.

TGPC FAQs Announcement to TSSWCB

Mel Davis (TSSWCB) reported that the TGPC FAQs had been announced to Soil and Water Conservation District (SWCD) representatives in a January 25, 2012 email. A survey of SWCD representatives regarding these FAQs will be conducted later this year.

TWON Handbook Table of Contents Final Draft

Kristine Uhlman (TAES) reviewed the status of the TWON Handbook, presented example maps, photos, and diagrams that would be used in it, and solicited additional photos from

POE Subcommittee members. Initial feedback on the draft Table of Contents was provided, and Kristine Uhlman agreed to send the draft TWON Handbook to Kathy McCormack (TCEQ) after the meeting so that it could be forwarded to POE Subcommittee members for comments.

5. ANNOUNCEMENTS

Kathy McCormack (TCEQ) reported on the National Ground Water Association's recent webinar regarding "Five Easy Ways to Promote Groundwater Awareness Week" and their related Public Awareness Toolbox. The POE Subcommittee may want to review this Toolbox at a future meeting in preparation for an *Implementation Strategy* update.

The U.S. Drought Monitor map for Texas as of March 1, 2012, the U.S. Seasonal Drought Outlook map for the U.S. through May 2012, and the February 22, 2012 map of Public Water Supply Systems in Texas affected by the drought were provided to the POE Subcommittee. Although both short-term (e.g., agricultural) and long-term (e.g., hydrologic and ecologic) drought conditions had improved since the last meeting, the impact on community water systems had not changed, and the drought was forecast to continue through May 2012 for most of the state.

The current "2012 Water-related Conferences in Texas" handout was available for POE Subcommittee members. POE Subcommittee members were invited to staff a shift in the TGPC exhibit booth at the annual TCEQ Environmental Trade Fair and Conference on May 1 – 2, 2012.

6. PUBLIC COMMENT

There was no public comment.

7. ADJOURN

Kathy McCormack (TCEQ) adjourned the meeting at approximately 3:29 PM CST.