

PUBLIC OUTREACH AND EDUCATION SUBCOMMITTEE
 OF THE
 TEXAS GROUNDWATER PROTECTION COMMITTEE
 RECORD OF MEETING
 Third Quarter Meeting, Fiscal Year 2010

Meeting Date: March 24, 2010
 Meeting No.: 25

Place: TCEQ Campus, Bldg F
 Room: 3202A

TABLE OF CONTENTS

MEETING ATTENDANCE2

MEETING HANDOUTS.....2

MEETING RECORD OF MARCH 24, 2010.....3

1. CALL TO ORDER AND INTRODUCTIONS 3

2. STATUS REPORTS 3

Recent and Upcoming Outreach Events – TAES Water Well Screening Events,
 TAES Abandoned Water Well Closures, TGPC Booth..... 3

Requests for *Major Rivers* School-based Water Education Program Materials 3

TGPC POE Support for Groundwater to the Gulf (G2G) 2010..... 3

TGPC POE Groundwater Educational Outreach Plan Implementation Strategy ... 4

3. SET FUTURE MEETING DATE 4

4. REVIEW, DISCUSS, AND APPROVE DOCUMENTATION..... 5

Publications 5

TAES reprints.....5

Popular Press Articles 5

What Do I Need to Know About the Operation and Maintenance of Onsite
 Wastewater Systems ?5

Oil and Gas Waste Disposal Wells and Water Quality5

Have Radionuclides Been Detected in Texas Groundwater ?5

5. ANNOUNCEMENTS 6

6. PUBLIC COMMENT 6

7. ADJOURN 6

MEETING ATTENDANCE

<u>Subcommittee Members</u>	<u>Affiliation</u>
Bruce Lesikar (Co-Chair)	Texas AgriLife Extension Service (TAES)
Diane Boellstorff	TAES
Kathy McCormack (Co-Chair)	Texas Commission on Environmental Quality (TCEQ)
L. Scott Underwood	TCEQ
Linda Ruiz McCall	Texas Water Development Board (TWDB)
Michael Hare	Texas Department of Agriculture (TDA)
Meredith Whitley	Texas State Soil and Water Conservation Board (TSSWCB)
David Van Dresar	Texas Alliance of Groundwater Districts (TAGD)
David Gunn	Texas Department of Licensing and Regulation (TDLR)
Ned Meister	Texas Farm Bureau (TFB)

MEETING HANDOUTS

1. March 24, 2010 Texas Groundwater Protection Committee (TGPC) Public Outreach and Education (POE) Subcommittee Meeting Agenda
2. January 6, 2010 TGPC POE Subcommittee Meeting Record
3. Outreach Events Status Report, March 2010
4. Governments engage public in conversations on social media, <http://news8austin.com/content/269310/governments-engage-public-in-conversations-on-social-media>, March 16, 2010
5. TWDB Public Awareness and Outreach meeting minutes from March 8, 2010
6. *TGPC POE Groundwater Educational Outreach Plan Implementation Strategy*, October 3, 2007 Status Report, March 24, 2010
7. *Landowner's Guide to Plugging Abandoned Water Wells* (TCEQ RG-347), Revised March 2010, http://www.tceq.state.tx.us/comm_exec/forms_pubs/pubs/rg/rg-347.html
8. Final draft revision of *Plugging Abandoned Water Wells* (TAES L-5413), https://agrilifebookstore.org/publications_details.cfm?whichpublication=1514
9. Draft revision of *What Do I Need to Know About the Operation and Maintenance of Onsite Wastewater Systems ?* Frequently Asked Question (FAQ)
10. TCEQ Environmental Trade Fair & Conference flyer
11. 2010 Water-related Conferences in Texas, March 2010

MEETING RECORD OF MARCH 24, 2010

1. CALL TO ORDER AND INTRODUCTIONS

Bruce Lesikar (TAES), Co-Chair of the Texas Groundwater Protection Committee (TGPC) Public Outreach and Education (POE) Subcommittee, called the meeting to order at approximately 1:32 PM CDST. 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, TGPC Booth

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

- TAES Water Well Screening Events
 - One since the previous POE Subcommittee meeting (40 samples)
 - Eight planned through September 2010
- TAES Abandoned Water Well Closures
 - None since the previous POE Subcommittee meeting
 - None planned at this time
- TGPC Booth
 - Three since the previous POE Subcommittee meeting (75 estimated attendees)
 - Two planned through August 2010

The TGPC sponsored several “National Groundwater Awareness Week, March 7 – 13, 2010” posters for TGPC member agencies and in the Austin area with 1,167 estimated attendees at the Texas Capitol Annex, Barton Springs Splash! Into the Edwards Aquifer Exhibit, and Austin Cave Festival. Photos of the posters at the Texas Capitol Annex and Austin Cave Festival were passed around the table.

Requests for *Major Rivers* School-based Water Education Program Materials

Linda Ruiz McCall (TWDB) reported that at least four new Groundwater Conservation District (GCD) sponsors had contacted TWDB about the *Major Rivers* program (<http://www.twdb.state.tx.us/edu/MajorRivers/index.asp>). This would have been a major effort for each of these GCDs, and it may have been due to the October 27, 2009 TGPC letter of support for the program. There is no evidence that any geological society in Texas acted upon the TGPC’s support letter.

TGPC POE Support for Groundwater to the Gulf (G2G) 2010

Kathy McCormack (TCEQ) reported that Robin Gary (Barton Springs Edwards Aquifer Conservation District) had sufficient personnel to support this year’s G2G Summer Institute (<http://www.keepaustinbeautiful.org/GroundwatertoGulf>). The TGPC will provide them with a binder containing examples of the maps and fact sheets distributed

from the TGPC Booth along with a one-page list of the URLs where this material can be found online.

TGPC POE Groundwater Educational Outreach Plan Implementation Strategy

A major portion of the meeting was spent discussing the status report of 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).

Kathy McCormack (TCEQ) first reviewed a local news article about government’s use of social media, and then summarized the minutes from a recent TWDB-sponsored Public Awareness and Outreach meeting where representatives from 12 state agencies provided details on their outreach methods including websites, blogging, YouTube, Twitter, Facebook, iTunes, iPhone, radio, television, publications, videos, banner ads, CDs/DVDs, loaner trunks, presentations, Texas Media Directory, Vocus, Smug-Mug, and web-based Frequently Asked Questions. Michael Hare (TDA) remarked that Facebook is more interactive than blogging, and that people will expect a response to their comments. Ned Meister (TFB) felt that Facebook outreach would be more effective than anything that could be posted on the TGPC’s website. Meredith Whitley (TSSWCB) commented that Twitter is less interactive than Facebook. Linda Ruiz McCall (TWDB) reported that they are using RSS feeds, but the content needs to be kept fresh.

For Issue D – GCD Newsletters, Diane Boellstorff (TAES) recommended that the introductory paragraph on the TGPC’s FAQ webpage (<http://www.tgpc.state.tx.us/FAQs.htm>), combined with a picture from one of the FAQs, be sent as a short announcement to the TAGD membership. Diane Boellstorff also thought that we may want to try the free Google Analytics application on the TGPC website for a while. Linda Ruiz McCall (TWDB) suggested that we issue a survey to collect information and explore different styles of outreach (e.g., via Survey Monkey), and that we consider development of a Public Service Announcement (PSA). Michael Hare (TDA) wanted to include other styles of electronic/social media in Issue E in addition to the TGPC’s website. David Gunn (TDLR) may give his presentation on how to identify abandoned water wells and what to do about them at the next TGPC POE Subcommittee meeting. Bruce Lesikar (TAES) felt that the strength of our group has been in the peer review that we give to our outreach material, and that this will need to be taken into consideration if we move to different formats for any new popular press information.

Several new Champions and team members were suggested for a number of Issues in the *Implementation Strategy*. The Champions were asked to review their respective Issues with their team members and suggest new Specific Activities at the next TGPC POE Subcommittee meeting.

3. SET FUTURE MEETING DATE

The next TGPC POE Subcommittee meeting is scheduled for Thursday, June 24, 2010, at 1:30 PM, in TCEQ’s Building F, Conference Room 3202A.

4. REVIEW, DISCUSS, AND APPROVE DOCUMENTATION

Publications

Copies of the *Landowner's Guide to Plugging Abandoned Water Wells* (TCEQ RG-347, revised March 2010, http://www.tceq.state.tx.us/comm_exec/forms_pubs/pubs/rg/rg-347.html) were available for POE Subcommittee members.

Bruce Lesikar (TAES) presented a final draft revision of *Plugging Abandoned Water Wells* (TAES L-5413, https://agriflifebookstore.org/publications_details.cfm?whichpublication=1514).

References to the appropriate Figure(s) will be added in Step 7, and TWDB will be added to the Additional Information list on the last page. Kathy McCormack (TCEQ) proposed, David Van Dresar (TAGD) seconded, and all remaining POE Subcommittee members approved these changes to the final draft revision.

TAES reprints

Bruce Lesikar (TAES) recommended that the following TAES publications be printed:

- 3,000 copies of the *Plugging Abandoned Water Wells* (TAES L-5413) revision; and,
- Additional copies of *Questions about Groundwater Conservation Districts in Texas* (TAES B-6120) up to the limit of the TCEQ/TAES POE contract.

Kathy McCormack (TCEQ) proposed, David Gunn (TDLR) seconded, and all remaining POE Subcommittee members approved these TAES printing recommendations.

Popular Press Articles

What Do I Need to Know About the Operation and Maintenance of Onsite Wastewater Systems ?

Two additional references and a revision of the TAES online bookstore's URL were suggested for the previously-approved *What Do I Need to Know About the Operation and Maintenance of Onsite Wastewater Systems ?* Frequently Asked Question (FAQ). David Van Dresar (TAGD) proposed, David Gunn (TDLR) seconded, and all remaining POE Subcommittee members approved this update.

Oil and Gas Waste Disposal Wells and Water Quality

The *How are Oil and Gas Waste Disposal Wells Regulated ?*, *What are the Construction Standards for an Oil and Gas Waste Disposal Well ?*, and *What is the Permitting Process for an Oil and Gas Waste Disposal Well ?* Frequently Asked Questions (FAQs) were not discussed at the meeting.

Have Radionuclides Been Detected in Texas Groundwater ?

The *Have Radionuclides Been Detected in Texas Groundwater ?* FAQ was not discussed at the meeting.

5. ANNOUNCEMENTS

Linda Ruiz McCall (TWDB) announced that they will have a new, web-based water education program targeting high school students called *Water Exploration*. The initial version of this program will be available this summer, and TWDB will be doing field testing for a year in order to collect preliminary feedback. A webcast review of the material may be set up with the TGPC POE Subcommittee.

The current “2010 Water-related Conferences in Texas” handout was also available for POE Subcommittee members.

6. PUBLIC COMMENT

There was no public comment.

7. ADJOURN

Bruce Lesikar (TAES) adjourned the meeting at approximately 3:27 PM CDST.