

PUBLIC OUTREACH AND EDUCATION SUBCOMMITTEE
 OF THE
 TEXAS GROUNDWATER PROTECTION COMMITTEE
 RECORD OF MEETING
 Fourth Quarter Meeting, Fiscal Year 2008

Meeting Date: June 11, 2008
 Meeting No.: 18

Place: TCEQ Campus, Bldg F
 Room: 2210

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MEETING ATTENDANCE

<u>Subcommittee Members</u>	<u>Affiliation</u>
Bruce Lesikar (Co-Chair)	Texas AgriLife Extension Service (TAES)
Kathy McCormack (Co-Chair)	Texas Commission on Environmental Quality (TCEQ)
Cary Betz	TCEQ
Al Cherepon	TCEQ
Michael Chadwick	TCEQ
Elliot Townsend	TCEQ
Stephanie Oliver	TCEQ
Cloressa Kelly	TCEQ
Leslie Savage	Railroad Commission of Texas (RRC)
Michael Hare	Texas Department of Agriculture (TDA)
Donna Long	Texas State Soil and Water Conservation Board (TSSWCB)
Mel Davis	TSSWCB
David Gunn	Texas Department of Licensing and Regulation (TDLR)
Denise Gentsch	Syngenta

MEETING HANDOUTS

1. June 11, 2008 Texas Groundwater Protection Committee (TGPC) Public Outreach and Education (POE) Subcommittee Meeting Agenda
2. April 17, 2008 TGPC POE Subcommittee Meeting Record
3. Final Draft Fact Sheet – *Drinking Water Problems: Methyl Tertiary Butyl Ether (MTBE)*
4. D. Long’s feedback on the *MTBE* Final Draft Fact Sheet
5. K. McCormack’s feedback on the *MTBE* Final Draft Fact Sheet
6. Draft Fact Sheet – *Drinking Water Problems: Benzene*
7. K. McCormack’s feedback on the *Benzene* Draft Fact Sheet
8. Draft Frequently Asked Questions (FAQs) – *Oil and Gas Waste Disposal Wells and Water Quality*
9. A. Cherepon’s feedback on the *Oil and Gas Waste Disposal Wells and Water Quality* Draft FAQs
10. R. Traylor’s feedback on the *Oil and Gas Waste Disposal Wells and Water Quality* Draft FAQs
11. Draft FAQ – *How is Pesticide Contamination of Groundwater Prevented in Urban Areas ?*
12. Draft FAQ – *What Did TCEQ’s Monitoring Program in Urban Areas Find in the Groundwater ?*
13. Draft FAQ – *What is a Groundwater Conservation District (GCD) ?*
14. D. Van Dresar’s feedback on the *What is a Groundwater Conservation District (GCD) ?* Draft FAQ
15. Draft FAQ – *How Do You Form a Groundwater Conservation District (GCD) ?*
16. Draft FAQ – *What is a Priority Groundwater Management Area (PGMA) ?*
17. Draft FAQ – *What is the State Water Plan ?*

18. Draft FAQ – *What is a Regional Water Planning Group (RWPG) ?*
19. Draft FAQ – *What Planning Activities are Conducted by Regional Water Planning Groups (RWPGs) ?*
20. Draft FAQ – *What is the Status of the Regional Water Planning Group (RWPG) Process ?*
21. J. Hopkins’ feedback on the *What is the Status of the Regional Water Planning Group (RWPG) Process ?* Draft FAQ
22. Draft FAQ – *What Does It Cost to Conduct Regional Water Planning Group (RWPG) Activities ?*
23. J. Hopkins’ feedback on the *What Does It Cost to Conduct Regional Water Planning Group (RWPG) Activities ?* Draft FAQ
24. Draft FAQ – *What is a Groundwater Management Area (GMA) ?*
25. Draft Trifold Brochure – *Keep Pesticides Out of Texas Water Supplies – Best Management Practices to Prevent Pesticide Contamination*
26. M. Davis’ feedback on the *Keep Pesticides Out of Texas Water Supplies – Best Management Practices to Prevent Pesticide Contamination* Draft Trifold Brochure
27. Example pesticide label – Grazon* P+D
28. TGPC POE Subcommittee Outreach Events – Status Report
29. TGPC Website Activity Statistics Report
30. Excerpt from TGPC POE Subcommittee *Groundwater Educational Outreach Plan Implementation Strategy*
http://www.tgpc.state.tx.us/subcommittees/POE/TGPC_POE_EduOutreachPlan_Impl_Strat03Oct2007.pdf, Issue E, Specific Activity 8) and a Survey of Links to the TGPC website on TGPC member agency websites
31. 2008 Water-related Conferences in Texas
32. TCEQ Public Drinking Water Conference flyer
33. TGPC refrigerator magnets

MEETING RECORD OF JUNE 11, 2008

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 10:03 AM CST. POE Subcommittee members were introduced. There were no concerns with the record of the previous meeting.

With much discussion anticipated for the *Keep Pesticides Out of Texas Water Supplies – Best Management Practices to Prevent Pesticide Contamination* draft trifold brochure, it was agreed that Agenda Item # 3 (Status Reports) would be covered first, and then the POE Subcommittee would review the draft trifold brochure before discussing the remaining draft FAQs.

2. REVIEW AND DISCUSS DRAFT EDUCATIONAL TRIFOLD BROCHURES, FACT SHEETS, AND POPULAR PRESS ARTICLES AND APPROVE FINAL DRAFTS

Drinking Water Problems: Methyl Tertiary Butyl Ether (MTBE)

The *MTBE* Final Draft Fact Sheet was not discussed at the meeting; however, consensus on the final wording of the MTBE Fact Sheet, expressing the POE Subcommittee's educational intent of the document agreed upon during the April 17, 2008 meeting, was reached via email after the June 11, 2008 meeting, and this document entered the final steps of the TAES publication process in July 2008.

Drinking Water Problems: Benzene

The *Benzene* Draft Fact Sheet was not discussed at the meeting.

How is Pesticide Contamination of Groundwater Prevented in Urban Areas ?

The *How is Pesticide Contamination of Groundwater Prevented in Urban Areas ?* and *What Did TCEQ's Monitoring Program in Urban Areas Find in the Groundwater ?* Draft FAQs were not discussed at the meeting.

How are Oil and Gas Waste Disposal Wells Regulated to Protect Water Quality ?

The *Oil and Gas Waste Disposal Wells and Water Quality* Draft FAQs were not discussed at the meeting.

What is a Groundwater Conservation District (GCD) ?

The *What is a Groundwater Conservation District (GCD) ?* and *How Do You Form a Groundwater Conservation District (GCD) ?* Draft FAQs were not discussed at the meeting.

What is a Priority Groundwater Management Area (PGMA) ?

The *What is a Priority Groundwater Management Area (PGMA) ?* and *What is the State Water Plan ?* Draft FAQs were not discussed at the meeting.

What is a Regional Water Planning Group (RWPG) ?

The *What is a Regional Water Planning Group (RWPG) ?*, *What Planning Activities are Conducted by Regional Water Planning Groups (RWPGs) ?*, *What is the Status of the Regional Water Planning Group (RWPG) Process ?*, and *What Does It Cost to Conduct Regional Water Planning Group (RWPG) Activities ?* Draft FAQs were not discussed at the meeting.

What is a Groundwater Management Area (GMA) ?

The *What is a Groundwater Management Area (GMA) ?* Draft FAQ was not discussed at the meeting.

Best Management Practices to Prevent Pesticide Contamination of Water Resources

The majority of the meeting was spent reviewing and discussing the *Keep Pesticides Out of Texas Water Supplies – Best Management Practices to Prevent Pesticide Contamination* draft trifold brochure which is a TCEQ/TAES Fiscal Year 2008 POE Contract deliverable. Michael Hare (TDA) provided everyone with an example pesticide label that was very informative. Suggestions for improvement were made in almost every section of the brochure. Bruce Lesikar (TAES) agreed to incorporate all of the feedback from the meeting in an updated version of the brochure, and the POE Subcommittee agreed to try to reach consensus on the wording after the meeting via email. If the wording could not be resolved via email, the POE Subcommittee agreed to meet on August 6, 2008 in order to finalize the document. However, consensus on the final wording of the trifold brochure, expressing the POE Subcommittee's educational intent of the document agreed upon during the meeting, was reached via email after the June 11, 2008 meeting, and this document entered the final steps of the TAES publication process in July 2008.

3. 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 TGPC POE Subcommittee webpage, <http://www.tgpc.state.tx.us/subcommittees/POE/POE.htm>, under “Additional Resources”):

- TCE Water Well Screening Events
 - Four since the previous POE Subcommittee meeting (333 samples)
 - Three planned through August 2008
- TCE Abandoned Water Well Closures
 - One since the previous POE Subcommittee meeting (19 attendees)
 - None planned at this time

- TGPC Booth
 - One since the previous POE Subcommittee meeting (225 attendees)
 - One planned through August 2008

TGPC Website Activity Statistics Report

Kathy McCormack (TCEQ) reviewed TGPC website activity since the POE Subcommittee meeting on February 21, 2008:

Timeframe	Unique Visitors	Average Visitors/day	Page Views	File Downloads
11Jul2007 – 25Sep2007 76 days	5,233	69	9,078	262 .pdf files 7,226 times
26Sep2007 – 16Dec2007 82 days	5,367	65	12,583	290 .pdf files 5,631 times
17Dec2007 – 19Feb2008 64 days	3,980	62	10,433	427 .pdf files 4,249 times
20Feb2008 – 16Apr2008 56 days	5,007	89	11,827	422 .pdf files 5,561 times
17Apr2008 – 08Jun2008 52 days	4,575	88	11,096	458 .pdf files 6,136 times

Combining the two most recent time periods (20Feb2008 – 16Apr2008 and 17Apr2008 – 08Jun2008):

- Twenty six days had over 100 Unique Visitors with a high of 182 Unique Visitors on April 2, 2008
 - The GovDelivery email notice for the April 9, 2008 TGPC and Legislative Report, Agricultural Chemicals, and Groundwater Research Subcommittee meetings was sent out on April 2, 2008.
- Nine days had over 300 Page Views with a high of 474 Page Views on April 2, 2008.
- The Top 5 pages viewed were:
 - Home Page
 - Meetings
 - Water Wells
 - Contamination
 - Groundwater Information (20Feb2008 – 16Apr2008) and Members – TDLR (17Apr2008 – 08Jun2008)
- The Top 5 .pdf files downloaded were:
 - National Groundwater Awareness Week 2008
 - 1st, 20Feb2008 – 16Apr2008
 - 4th, 17Apr2008 – 08Jun2008
 - TAES publication L-5342, On-site Wastewater Treatment Systems
 - 2nd, 20Feb2008 – 16Apr2008
 - 1st, 17Apr2008 – 08Jun2008
 - Seymour Aquifer Water Quality White Paper
 - 3rd, 20Feb2008 – 16Apr2008
 - 2nd, 17Apr2008 – 08Jun2008
 - Brackish Water and Desalination Reject Water Disposal White Paper
 - 4th, 20Feb2008 – 16Apr2008

- 3rd, 17Apr2008 – 08Jun2008
 - April 9, 2008 TGPC Agenda (20Feb2008 – 16Apr2008) and Municipal Setting Designation FAQ (17Apr2008 – 08Jun2008)
- Google had the highest percentage of referrals to the TGPC website with 67 % during 20Feb2008 – 16Apr2008 and 74 % during 17Apr2008 – 08Jun2008.
 - Yahoo referrals were 11 % during 20Feb2008 – 16Apr2008 and 9 % during 17Apr2008 – 08Jun2008.
- Top Google and Yahoo key phrases included:
 - water well; water wells; texas water wells
 - groundwater contamination; ground water contamination
 - texas department of licensing and regulation
 - texas septic systems; septic systems texas
 - leaching chambers
 - texas water well database
 - texas railroad commission oil and gas
 - texas water well reports

Kathy McCormack (TCEQ) also reviewed an excerpt from TGPC POE Subcommittee *Groundwater Educational Outreach Plan Implementation Strategy* (http://www.tgpc.state.tx.us/subcommittees/POE/TGPC_POE_EduOutreachPlan_Impl_Strat03Oct2007.pdf, Issue E, Specific Activity 8) and a survey that was made of links to the TGPC website on TGPC member agency websites. Survey results varied:

- A link to the TGPC website was not found on some of the TGPC member agency websites (RRC, Department of State Health Services, TDA, Texas Alliance of Groundwater Districts, University of Texas Bureau of Economic Geology, and TDLR);
- A link to the TGPC website was found on some of the TGPC member agency websites (TCEQ, Texas Water Development Board, and TSSWCB), but it was not the *first* website search result; and,
- A link to the TGPC website was found as the first website search result on one TGPC member agency website (Texas ArgiLife Research).

For TGPC member agency websites that did not have a link to the TGPC website, several webpages were presented where a link to the TGPC website may be appropriate. For TGPC member agency websites that needed to improve their TGPC link search results, several webmaster techniques related to the use of metadata keywords were suggested. This survey will be performed again before the next POE Subcommittee meeting.

4. SET FUTURE MEETING DATE

The next POE Subcommittee meeting is scheduled for Thursday, September 11, 2008, at 10:00 AM, in TCEQ's Building F, Conference Room 3202A.

5. ANNOUNCEMENTS

Kathy McCormack (TCEQ) referred the POE Subcommittee to the handout regarding 2008 Water-related Conferences in Texas (available on the TGPC POE Subcommittee webpage, <http://www.tgpc.state.tx.us/subcommittees/POE/POE.htm>, under "Additional Resources")

and pointed out the flyer for the TCEQ Public Drinking Water Conference scheduled for August 19 – 20, 2008. TGPC refrigerator magnets were also available at the meeting.

Donna Long (TSSWCB) reported that they intend to incrementally update the Tex*A*SYST series and a Request For Proposal (RFP) will be announced on their website in November 2008.

6. PUBLIC COMMENT

There was no public comment.

7. ADJOURN

Bruce Lesikar (TAES) adjourned the meeting at approximately 11:56 AM CST.