

TO: BOARD OF DIRECTORS
FROM: BRUCE BUEL *BBB*
DATE: MARCH 21, 2008

AGENDA ITEM
C-2
MAR 26, 2008

SCIENCE DISCOVERY PRESENTATION

ITEM

Mike DiMilo of Science Discovery re Water Education Outreach Proposal [NO ACTION REQUESTED].

BACKGROUND

Mike DiMilo of Science Discovery is scheduled to summarize the attached proposal.

RECOMMENDATION

Staff recommends that your Honorable Board receive the presentations and ask questions as appropriate.

ATTACHMENTS

- Water Education Outreach Proposal

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Science Discovery

242 Luneta Dr. San Luis Obispo, CA 93405

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February 18, 2008

Ms. Celeste Whitlow
Conservation Specialist
Nipomo Community Services District
Nipomo, California

Dear Celeste,

I am following up on our proposal to provide water conservation education to schools, submitted to you last year. Recently, I was contacted by Golden State Water Company. They expressed interest in having my company provide a water education program to schools in Los Osos and Nipomo. As a result, if your CSD chose to sponsor water conservation education to Nipomo schools, some of the development costs could be shared among your agency, Golden State and the Los Osos Community Services District.

Assuming a share of cost among each agency, the development cost of the *water puzzle* and accessories would be reduced from \$9,500.00 to \$2,375.00 for the Nipomo Community Services District.

I am assuming that Golden State would also be willing to share the cost of the class presentations, school newsletter and other associated costs, though I have not had that discussion with them.

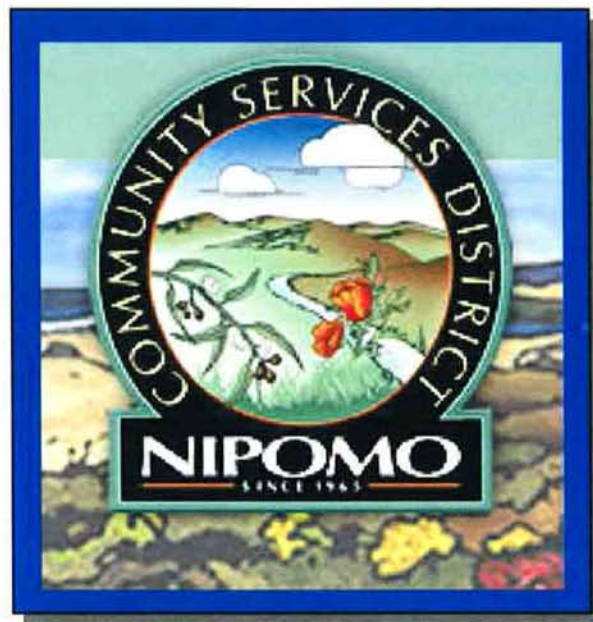
If all parties agreed, we could begin design and fabrication of the water conservation materials this summer, with implementation next fall. I will follow up with a call later this week to answer any questions that you may have and help out in any way that I can.

Sincerely,

Mike di Milo
Science Discovery

Proposal To Provide
Water Conservation Education To Schools

for



Submitted By

Science Discovery

242 Luneta Dr.
San Luis Obispo, CA 93405
Phone: 781-8341 Fax: 781-8343
E-mail: sciencediscovery@sbcglobal.net

Introduction

The purpose of this proposal is to outline all components as proposed by Science Discovery, to provide a school based water conservation education program for the Nipomo Community Services District.

Science Discovery has been developing school education programs, exhibits, and curricula since 1994. We specialize in water conservation and recycling education, but also do work in the fields of storm water pollution prevention. The company is a sole proprietorship, owned by Michael di Milo.

Our Vision Statement

Science Discovery works to unite natural resource topics with people of all ages. We strive to make these connections in ways that are thought-provoking, engaging and meaningful. We educate and motivate, creating a connection to the resources that sustain us all.

This vision is carried out by a staff of experienced educators who conduct outreach programs in schools for various clients, and a skilled group of craftsmen who blend their skill to fabricate one-of-kind exhibits, classroom displays and models. Our education staff has over 68 years of education experience combined.

Some current and past clients include:

San Luis Obispo County Integrated Waste Mgmt. Authority
Santa Barbara County Water Agency
Atascadero Mutual Water Company
Monterey Regional Waste Management District
City of Paso Robles
County of San Luis Obispo, Public Works Dept.
City of San Luis Obispo
Goleta Water District

Last, we approach each project as a unique opportunity to be creative, meet or exceed our clients' expectations, and work in a subject area in which we are sincerely dedicated and enthusiastic!

Our Mission Statement for This Project

Science Discovery will implement a water conservation school education program of exceptional quality. Class presentations will meet the educational objectives of the Nipomo CSD AND correlate with the California Academic Science Standards, meeting the needs of local teachers.



Experience Applicable To This Proposal

Science Discovery has been involved in school education for the past 11 years. We have been *the* education contractor of choice for the City of San Luis Obispo and Paso Robles, for water education. Teacher demand for our programs, has grown to levels unmatched anywhere in California. During the 2006-07 school year, Science Discovery administered 671 class presentations and field trips in the areas of water and solid waste. This is notable considering a relatively small student population of approximately 35,000 within San Luis Obispo County.

The unique qualities of our class programs and field trips have led to the high level of demand. Science Discovery designs, writes and field-tests all class presentations. Additionally, we design and fabricate all models, displays and exhibits. The end result of this level of customization is program content that meet our client's needs and exceed teacher expectations. While it is more work to do things this way, the results are worth the extra effort.

Science Discovery staff works exclusively in the field of school education programs. This level of specialization, along with our past and current success in classroom education, makes us uniquely qualified to excel at this project.

Our Education Team

Mike di Milo founded Science Discovery in 1994. He has a BS in Natural Resources Management from Cal Poly San Luis Obispo. Mike has a strong background in education and business. Mike works with all Science Discovery clients which includes projects in school education, exhibits, curriculum and video production. Mike's forte is developing methods to deliver a clients message in ways that are meaningful and creative to the intended audience.

Lynne Haley has worked in the education field for over 32 years. She has a teaching credential and a Masters in Education. Lynne has been with Science Discovery for nine years. Her scope of work includes a wide variety of projects including water, recycling, museum exhibits and curriculum. Lynne enjoys the challenge of developing creative ways to relate science topics to students of all ages.

David Lindsey has a BA in Social Science from Humboldt State University. He has been a naturalist / educator for Kern County Schools and Sequoia Natural History Association. Currently, David leads field trips and class presentations for grades K-12, and helps local schools vermicompost their school lunch waste. David received an award in Sequoia National Park for excellence in environmental interpretation.

Stephen Carr has over 20 years of experience in the fabrication of exhibits for museums, visitor centers and aquariums. His educational background includes a B.A. from Stanford University and Master's Degree in Photography from the University of Oregon. Stephen takes ideas and brings them to life through his creative artistry. Stephen has been working with Science Discovery for the past three years.



Randy Allen is our digital media expert. Whether it's filming, editing, or audio work, he can do it. Randy's work includes public service announcements, commercials and educational films. He has been working with Science Discovery for six years.

Insurance

Science Discovery is insured for general liability with The Hartford Company. Coverage is for \$1,000,000.00. All employees are covered under a workers compensation policy with State Compensation Insurance Fund. Additionally, a policy covering all employees while driving on company business, is in effect with The Hartford Company.

Scope Of Services For This Proposal

1. Develop Class Presentation Focusing on Water Conservation
2. Design and Fabricate Visuals For Class Presentation
3. Write, Print and Distribute Teacher Newsletter
4. Program Administration

Class Presentation Development

The presentation will be designed for grades 3-5, as these grades incorporate water curriculum, as directed by the California Academic Science Standards. The program will be approximately 45 minutes in length. Science Discovery will write an outline for the presentation and incorporate specific topics as requested by the Nipomo CSD. We suggest that the core topics include the following: 1. The Water Cycle 2. Groundwater Supply 3. Water Use & Conservation (indoor) 4. Water Conservation (outdoor). The program will be interactive to maximize student participation and learning.

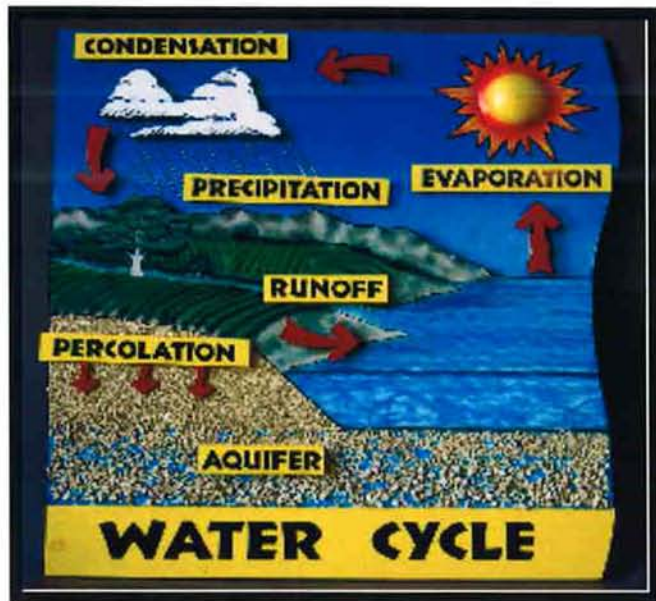
As part of the class presentation development, Science Discovery will compile a "water educators notebook", comprising facts, resources, and all other pertinent information for delivering this program in Nipomo.

Design & Fabricate Visuals

We propose to fabricate a time tested set of visuals, called the *Water Puzzle*. Pictured below, each puzzle piece represents a major topic of the presentation. These visuals introduce color, texture and visual interest, keeping students stimulated, focused and ready to learn.



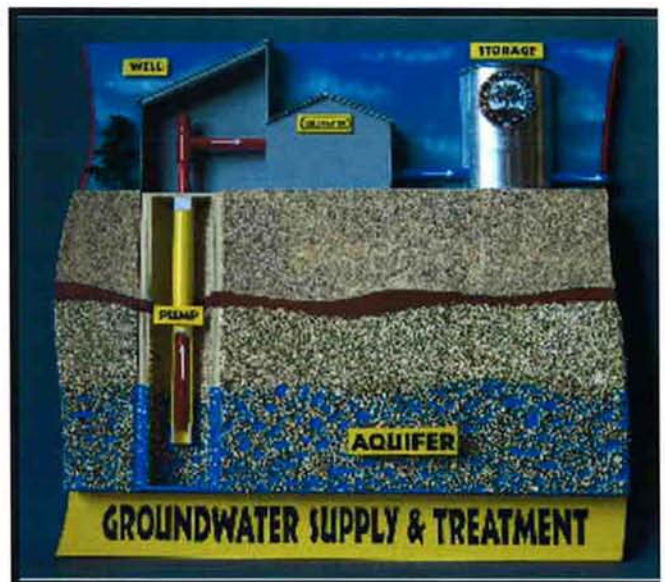
The Water Puzzle



The *Water Cycle* is approximately 32"x40" in size and sits on an easel so that it can be easily viewed by students from all sections of the class.

The labels are applied by students as each part of the cycle is explained.

The second puzzle piece viewed is all about groundwater. Note that the left part of this piece mirrors the right edge of the water cycle.

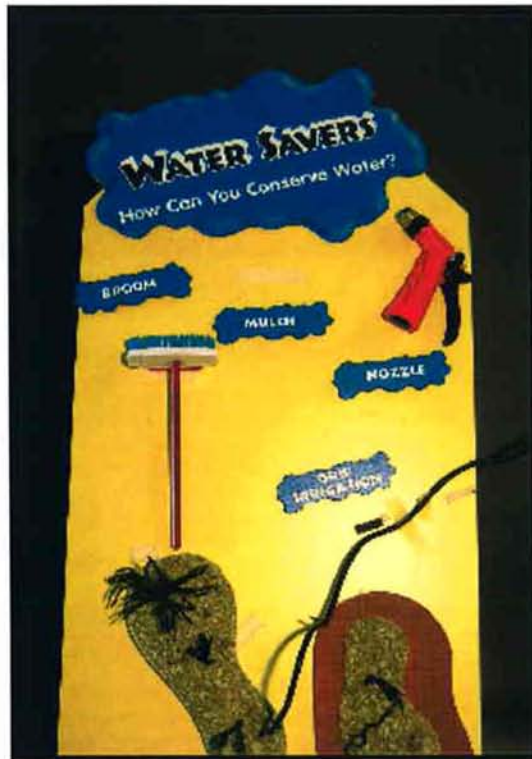


The *Water Use & Conservation* puzzle piece introduces water use by location, and how to conserve water *in* the home. The front part of the house is removed, revealing a bathroom in which students install a low flow shower head, learn to check a toilet for leaks, and how to conserve water when brushing or washing.





Last, the outdoor water conservation puzzle piece is used. Here, students learn about conserving water by using nozzles, mulching, drip irrigation and watering early or late in the day.



The water savers board is used with the outdoor conservation puzzle piece seen above. Students apply these items to the yard in order to reduce water-wasting activities, while encouraging conservation.

Write and Distribute Teacher Newsletter

Science Discovery will prepare a four page newsletter, introducing the water conservation program to local teachers. The newsletter will include a description of the new program along with photos, science correlations for grades 3-5 and a sign-up form. Nipomo CSD staff will have the opportunity to review and edit the newsletter before final copying and distribution. It is our recommendation that a brief presentation be made at staff meetings at each of the three elementary schools for the highest possible demand for this program.

Program Administration

This aspect of the program includes all communications with teachers and Nipomo CSD staff, minor improvements in the program, cleaning presentation materials, phone, fax and postage costs.



Costs

Consultant is flexible about the project scope and budget, and can adjust its level of effort and involvement based on direction from Nipomo CSD staff.

Develop Class Presentation: \$2,700.00

Design & Fabrication Five Water Puzzle Pieces: \$9,500.00
(Includes large portfolios cases and storage boxes for transporting)

Write and Distribute Teacher Newsletter: \$975.00
Includes Attending Teacher Staff Meetings
Does not include copy/print cost

Class Presentations (each): \$105.00

Program Administration: 1.5 hours/month @ \$55.00/hr\$825.00
(based on 10 months/year)

