

WEST BASIN MUNICIPAL WATER DISTRICT

AUGUST 4, 2005 - Jt. Communications
 Kwan, Fernandez
AUGUST 22, 2005 - Board Meeting
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 Approved by: Art Aguilar

ACTION CALENDAR

FUNDING OF TWO SEA LAB PROJECTS

SUMMARY:

Education continues to be an integral part of the District's efforts to promote desalination as a viable option to ensure water reliability in the region. Desalination has been incorporated into several of the current education programs including the Planet Protector Water Explorations and Conservation Connection. The goal is to expand the outreach efforts to students and heighten their interest in water issues that will impact them in the future.

During the Desalination Workshop in 2004, a portion of the desalination outreach budget was specifically earmarked to partner with the SEA Lab in Redondo Beach to promote the importance of water reliability and develop a positive identity for the District. SEA Lab is a recognized entity in the environmental education field and serves as a valuable learning resource. Staff has been working with SEA Lab to launch the "Water Wanderings" Program to elementary schools in the service area starting this fall. The Program takes interactive learning to the schools via a van retrofitted with a tidepool. The students will have a chance to learn about marine life and various processes such as water recycling and desalination that contribute to water reliability. Through a California Coastal Commission grant, SEA Lab currently has an old van that was converted several years ago into a traveling tidepool. However, in order to better meet the unique needs of Water Wanderings, SEA Lab has requested a one-time seed fund as listed below:

Items Requested	
New traveling tidepool vehicle	\$40,000
Projector	\$ 2,000
Lap top computer	\$ 2,000
Portable screen	\$ 500
Additional holding tanks	\$ 2,000
Redetailing vehicle	\$ 2,000
Safety tiedown latches & oxygen tanks holders	\$ 1,000
Traveling microscope set	\$ 7,000
Portable PA system	\$ 1,500
Tents	\$ 1,000
Supplies for designing tank learning stations	\$ 6,000
Total	\$64,500

To provide ongoing assistance for the program, the District has budgeted \$25,000 for Fiscal Year 2005-06. This amount would be used for curriculum development, marketing and school presentations.

The SEA Lab staff will be responsible for the overall operation/maintenance of the traveling tidepool and work in conjunction with West Basin's education manager to deliver a comprehensive program to elementary schools in the service area. For the sponsorship, SEA Lab will provide West Basin with the following:

- District's logo/name will be displayed on the traveling tidepool vehicle;
- West Basin will be featured in the new "Supporters" sign, which is seen by over 50,000 visitors annually;
- A special thank you to the District will be added in their newsletter distributed to more than 3,000 readers;
- A press release will be distributed to all local print media;
- A special recognition will be placed on the LACORPS web site (over 100 visits daily);
- District will have free use of the facility for one event (scheduling required);
- West Basin will have the option to distribute approved literature and/or product via mobile exhibit; and
- District may reserve visit to location of choice by traveling tidepool (some restrictions apply).

In addition to "Water Wanderings," SEA Lab is also proposing a Moon Jelly display that would explain the complex development of these creatures. A mini-lab would also be set up for students to collect and observe the animals using a video microscope projected onto a screen. The benefit of the display would be to teach students the importance of all habitats of marine animals, encouraging greater awareness of the environment. SEA Lab has requested \$30,000 to build the display and the mini-lab as well as purchase the necessary equipment. For the sponsorship, SEA Lab will provide West Basin with the following:

- A special plaque recognizing West Basin's contribution would be placed next to the display;
- West Basin will be featured in the new "Supporters" sign, which is seen by over 50,000 visitors annually;
- A special thank you to the District will be added in their newsletter distributed to more than 3,000 readers;
- A press release will be distributed to all local print media;
- A special recognition will be placed on the LACORPS web site (over 100 visits daily); and
- District will have free use of the facility for one event (scheduling required).

Working in partnership and building relationships with organizations such as SEA Lab is valuable in carrying out the District's mission. Whether it's water recycling, conservation, education or desalination, West Basin continues to enjoy the reputation of being environmental stewards for the region. Through collaboration, the District is able to gain access to a valuable learning resource for youth and incorporate new programs such as ocean-water desalination into the overall curriculum.

Fostering positive relationships has been the backbone of West Basin's success through the years. The District has also shared close working relationships with various environmental groups, making West Basin unique in the water industry. As an agency that services cities

along the coast, West Basin has embraced the importance of preserving the health of the coast and working together with the community and organizations to ensure water reliability and environmental responsibility.

By partnering with SEA Lab, West Basin has a unique opportunity to inform and engage the public. SEA Lab has requested \$64,500 for the "Water Wanderings" Program and \$30,000 for the Moon Jelly display for a combined total of \$94,500. Funds are available in the desalination outreach budget.

A Memorandum of Understanding (MOU) will be executed detailing West Basin's and SEA Lab's partnership roles as defined on page 2 of this memo. Also, the operation and maintenance of the traveling tidepool will be the responsibility of SEA Lab staff.

FISCAL IMPACTS:

Funding for this type of education outreach is included in the FY 2005-06 Budget for the ocean-water desalination outreach program.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the West Basin Joint Communications Committee members on August 4, 2005 and was recommended for approval at the August 22, 2005 Board meeting.

RECOMMENDED MOTION:

That the Board authorizes the Co-General Managers to enter into an MOU with SEA Lab to fund the "Water Wanderings" Program (\$64,500) and the Moon Jelly display (\$30,000) for a combined total of \$94,500 for the proposed programs.

LIST OF EXIBITS:

Exhibit "A" - Sea Lab Pictures