



San Gabriel Basin Water Quality Authority

1720 W. Cameron Avenue, Suite 100, West Covina, CA 91790 • 626-338-5555 • Fax 626-338-5775

**WQA LEGISLATIVE/PUBLIC INFORMATION COMMITTEE
TO BE HELD ON TUESDAY, MAY 14, 2024 AT 9:00 A.M.
AT
1720 W. CAMERON AVE., SUITE 100 IN WEST COVINA, CA**

Meeting Link:

<https://us06web.zoom.us/meeting/register/tZwuce6spjggGNQmXGBD264WLeVBVjJvVhp5>

AGENDA

Committee Members: Valerie Munoz, Bob Kuhn and Robert Gonzales

Liaison Member: Lynda Noriega

- I. Call to Order
- II. Remote Participation Declaration - AB 2449
[Government Code Section 54953(f)]
 - a. Notification of Just Cause
 - b. Emergency Circumstances Requests
- III. Public Comment
- IV. Discussion Regarding Next Advertorial
- V. Discussion Regarding EcoVoices Proposal [enc]
- VI. Discussion Regarding Proposed Services Provided by Civic Publications [enc]
- VII. Update on WQA Re-Branding
- VIII. Legislative Activities/Reports
 - a. State
 - b. Federal
- IX. Executive Director's Report
- X. Adjournment



San Gabriel Basin Water Quality Authority

1720 W. Cameron Avenue, Suite 100, West Covina, CA 91790 • 626-338-5555 • Fax 626-338-5775

AGENDA SUBMITTAL

To: Legislative/Public Information Committee
From: Randy Schoellerman, Executive Director
Date: May 14, 2024
Subject: Eco Voices Institute Educational Programs

Discussion

The past eight years WQA has participated in a Summer Youth Outreach Program with EcoVoices to target a segment of the community that is difficult to reach, the youth of our communities. EcoVoices is a STEM's rich hands-on program that provides young people lessons on the San Gabriel River watershed that includes: groundwater quality, drought preparedness, mitigation measures for the prevention of pollution and restorative biodiversity. It is delivered in a dynamic and theatrical way that helps students remember and retain what is taught. This program includes at least 15 K-8 schools within the area of the WQA and added a series of educational videos and workshops and live performances.

Staff recommends continuing our partnership with EcoVoices for the summer program for the budgeted \$20,000. The program reaches an estimated 1,000 youth within the region.

Recommendation

Approve proposal for participation in the EcoVoices Institute Educational Programs for \$20,000.

Attachment

Eco Voices Proposal for 2024



World Space

Dedicated to Scientific, Educational, and Literary Enterprises

WATER STORIES

ECOVOICES: SPEAK UP FOR WATER

EcoVoices immerses children in the story of Water. We guide students to observe, reflect, and express themselves. We invite students to engage with us in true dialogue to DISCUSS their questions and understandings, then task them to WRITE and PERFORM based on their own newly acquired insights—especially to encourage hope for the future in the face of climate change. Hope must be coupled with guidance to action, to devise strategies of practical environmental stewardship— to lift up their *EcoVoices, to Speak Up for Water!*

We propose a robust outreach to at least 2000 diverse youth at 1) schools through classroom visits and assembly programs; 2) at events, parks, and after school programs through hands-on performance workshops; and 3) continuing our process of producing educational videos and accompanying curriculum.

To schedule programs, we reach out to schools, after-school programs, parks, and community centers within the WQA service area.

- We perform *Water Stories* shows;
- We engage students in educational hands-on *Water Stories* workshops;
- We inspire students to write their own *Water Stories* for performance.
- We engage site staff to collaborate with us as we lead youth participants to read aloud, mime along, write about, perform and publish, their own *Water Stories*.
- We document the student productions for publication via photos, videos, and writings.
- We continue our process of producing educational videos.

We measure student performance based on the following FIVE success indicators: 1) Completed Water Stories; 2) Quality of the completed Water Stories; 3) Photo/Video documentation of students acting out the Water Stories; 4) Publication of Water Stories; and 5) Student participation in community environmental stewardship projects.



World Space

Dedicated to Scientific, Educational, and Literary Enterprises

AGREEMENT FOR PROFESSIONAL SERVICES, 2024-2025

This Agreement is made and entered on this date, _____, by and between the San Gabriel Basin Water Quality Authority (WQA) and EcoVoices, a Project of the Founders of the World Space Foundation (World Space).

SCOPE OF WORK: World Space agrees to perform the professional services and tasks set forth as follows, designed to implement the WATER QUALITY curriculum as part of the SUMMER 2024 and SCHOOL YEAR 2024-2025 community outreach, within the service area of the WQA:

Create, design, and produce:

- At least 2 new *Water Stories* educational videos;
- A series of 6 *Water Stories* shows for live performance;
- A series of 10 *Water Stories* workshops comprised of hands-on educational activities;
- Outcome: Student-generated writing and performance on the *Water Stories* theme;
- Outcome: Documentation of outreach activities via photos, videos, and social media.
 - Provide photographs and write-ups to enable the WQA to publicize its participation as an EcoVoices partner via its Social Media outlets. Include the WQA logo where appropriate (letterhead, banners, science journals, etc.), to indicate its status as an EcoVoices partner.

Cost Breakdown: EcoVoices 2024-25

WQA	Cost	Units	Amount
Shows	\$ 1,500	6	\$ 9,000.00
Workshops	\$ 400	10	\$ 4,000.00
Videos	\$ 3,000	2	\$ 6,000.00
Materials			\$ 1,000.00
			\$ 20,000.00

World Space Mission: We develop academic literacy, science creativity, and literary talent among youth of all ages, to maximize performance in communities where the need is greatest. The World Space Foundation is a non-profit, nongovernmental 501 (c) (3) organization, founded by a visionary trio of Jet Propulsion Laboratory (JPL) engineers in 1979, to advance Scientific, Educational, and Literary Enterprises.

Founders of the World Space Foundation, Dr. Richard Shope, President
15835 East Main Street, La Puente, CA 91744
626.977.0053 worldspacefoundation.org richard@shope.world
A Nonprofit 501 (c) (3) NGO, # 95-3422531



San Gabriel Basin Water Quality Authority

1720 W. Cameron Avenue, Suite 100, West Covina, CA 91790 • 626-338-5555 • Fax 626-338-5775

AGENDA SUBMITTAL

To: Legislative/Public Information Committee
From: Randy Schoellerman, Executive Director
Date: May 14, 2024
Subject: Proposed Services Provided by Civic Publications, Inc.

Discussion

Staff is submitting two proposals from Civic Publications as described below.

Civic Publications, Inc. provides the public outreach advertorials that are published in special inserts within the Los Angeles Time and the San Gabriel Valley Newspaper Group for the WQA. These advertorials are useful tools for the WQA to educate the public on the progress that is being made with the groundwater cleanup with the San Gabriel Basin. Attached is a proposal from Civic Publications for the fiscal year 2024/2025 to continue this work in the amount of \$115,174. This proposed cost is consistent with previous years.

Civic Publications has also submitted a proposal to produce the WQA's annual report. Civic Publications works with staff all year long to produce the advertorials where much of that content would be included in the annual report. The amount of the proposal is \$13,275 and includes the cost of printing. This proposed cost is consistent with the prior year.

Recommendation

Staff is requesting that the Committee recommend the approval of the two proposals that have been submitted by Civic Publications for Public Outreach and the Annual Report.

Attachment:

Public Outreach Proposal
Annual Report Proposal



CIVIC Publications, Inc.

Christopher W. Lancaster
Publisher

Public Outreach Proposal San Gabriel Basin Water Quality Authority FY 2024-25

<u>Product</u>	<u>Cost</u>	<u>Date</u>
California Water 2-pages	\$8,755	July 2024
Sustainable California 2-pages	\$8,755	December 2024
Earth Day 2-pages	\$8,755	April 2025
Civic Leadership 3-pages	\$15,699	May 2025
Community Profiles (Annual Report) 2-pages	\$17,510	June 2025
Full Page Color Ad Los Angeles Times	\$15,450	TBD
Full Page Color Ad Non-English Publications	\$4,489	TBD
Digital Marketing	\$9,433*	TBD
Annual Insert 8-12 pages/gloss	\$26,328**	TBD
Total Cost of Public Outreach Proposal		\$115,174

*Social Media Emails and internet display ads.

**Distributed to both LA Times and SGVN E-Edition readers.

Prepared by Civic Publications, Inc.



CIVIC Publications, Inc.

Christopher W. Lancaster
Publisher

April 1, 2024

Randy Schoellerman
Executive Director
San Gabriel Basin Water Quality Authority
1720 W. Cameron Ave. Suite 100
West Covina, CA 91790

Re: Proposal 2024 Annual Report

Dear Mr. Schoellerman:

Submitted for your consideration is this proposal for Civic Publications Inc. to produce once again WQA's Annual Report. I would like to propose the following...

For the price of **\$13,275.00 (same as last year)** I propose WQA receive

- 12-page annual report
- Finished size: 8.5 x 11
- Paper stock: 100# Gloss Text/4 color
- Binding: Saddle Stitch
- Copies: 125
- Electronic Version for Website

Price includes message design, writing, layout and printing.

If you have any questions, I can be reached at 909-524-8952.

Sincerely,

Christopher W. Lancaster
Publisher