



# SAN GABRIEL BASIN WATER QUALITY AUTHORITY

1720 W. Cameron Ave., Suite 100, West Covina, CA 91790 • 626-338-5555 • info@wqa.com • wqa.com

**WQA LEGISLATIVE/PUBLIC INFORMATION COMMITTEE  
TO BE HELD ON TUESDAY, APRIL 8, 2025 AT 9:00 A.M.  
AT  
1720 W. CAMERON AVE., SUITE 100 IN WEST COVINA, CA**

**Zoom Registration Link:**

<https://us06web.zoom.us/meeting/register/-bwoYhoqSsWKKnG6TObXtw>

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## AGENDA

**Committee Members:** Bob Kuhn, Valerie Munoz 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]
- V. Legislative Activities/Reports
  - a. State
  - b. Federal
- VI. Executive Director's Report
- VII. Adjournment



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## AGENDA SUBMITTAL

**To:** Legislative/Public Information Committee  
**From:** Randy Schoellerman, Executive Director  
**Date:** April 8, 2025  
**Subject:** **Eco Voices Institute Educational Programs**

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### Discussion

Over the past nine 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. The program invites students to engage with true dialogue to discuss their questions and understandings, then tasks them to write and perform based on their own newly acquired insights.

The program proposes a robust outreach to at least 2,000 diverse youth within the WQA boundaries through:

- Schools classroom visits and assembly programs
- Performances at events at parks, after school programs with hands-on performance workshops
- Continued production of educational curriculum.

Staff recommends continuing our partnership with EcoVoices for the summer program for the budgeted \$20,000.

### Recommendation

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

### Attachment

*Eco Voices Proposal for 2025*



## WATER STORIES

### 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 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 continue our process of producing educational materials.



## AGREEMENT FOR PROFESSIONAL SERVICES, 2025-2026

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 2025 and SCHOOL YEAR 2025-2026 community outreach, within the service area of the WQA:

Create, design, and produce:

- A series of 6 *Water Stories* shows for live performance, to be performed at the following LA County Parks After Dark sites:
  - Allen J. Martin Park, 14830 E. Giordano St. La Puente 91744
  - Bassett Park, 510 N. Vineland Ave, La Puente 91746
  - Charter Oak Park, 20261 E. Covina Blvd, Covina 91723
  - Rimgrove Park, 747 Rimgrove Drive, Valinda 91744
  - San Angelo Park, 245 S. San Angelo, La Puente 91746
  - Valleydale Park, 5525 Lark Ellen Ave, Azusa 91702
- A series of 10 *Water Stories* workshops comprised of hands-on educational activities, to be presented at public Water Education Events, such as:
  - Earth Day celebrations
  - Waterfest
  - Events at the La Puente Community Center and Park
- 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.

WQA	Cost	Units	Amount
Shows	\$ 1750	6	\$ 10,500.00
Workhops	\$ 750	10	\$ 7,500.00
Materials			\$ 2,000.00
			\$ 20,000.00

Richard Shope, President  
Founders of the World Space Foundation

Randy Schoellerman, Executive Director  
San Gabriel Basin Water Quality Authority

*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.*



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## AGENDA SUBMITTAL

**To:** Legislative/Public Information Committee  
**From:** Randy Schoellerman, Executive Director  
**Date:** April 8, 2025  
**Subject:** Proposed Services Provided by Civic Publications, Inc.

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### 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 2025/2026 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

## Suggested Public Outreach Proposal San Gabriel Basin Water Quality Authority FY 2025-26

<u>Product</u>	<u>Cost</u>	<u>Date</u>
California Water 2-pages	\$8,755	July 2025
Sustainable California 2-pages	\$8,755	December 2025
Civic Leadership 3-pages	\$15,699	March 2026
Earth Day 2-pages	\$8,755	April 2026
Community Profiles (Annual Report) 2-pages	\$17,510	June 2026
Full-page color Ad Los Angeles Times	\$15,450	TBD
Videography	\$4,489	TBD
Digital Marketing	\$9,433*	TBD
<b>Annual Insert 8-12 pages/gloss</b>	<b>\$26,328**</b>	TBD
<b>Total Cost of Public Outreach Proposal</b>		<b>\$115,174</b>

\*Social Media Emails and internet display ads.

\*\*Distributed to LA Times E-Subscribers

**Prepared by Civic Publications, Inc.**



# CIVIC Publications, Inc.

Christopher W. Lancaster  
Publisher

March 31, 2025

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

**Re: Proposal 2025 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 want 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: 100
- Electronic Version for Website

The 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