

San Gorgonio Pass Water Agency Water Conservation Bi-Annual Programs Report: January 2021

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Summary of Completed Education Programming, 20-21

Contract Deliverable	Total Completed	Cost/Deliverable	Line Item Total
Live Virtual Classroom Presentation	2	\$900	\$1,800
Narrated Google Slide Presentation	5	\$450	\$2,250
Video Lesson	0	\$900	\$0
Reporting	.5	\$1,200	\$600

Total Spent as of 12/31/20: \$4,650

Total Remaining in 2020-21 Contract: \$20,350

On behalf of the IERCD Board of Directors, I want to thank you so much for your continued support of our District and your amazing partnership!

2020-21 DESIGN, DEVELOPMENT, AND IMPLEMENTATION

The onset of COVID-19 in March of 2020 has resulted in significant impact to education, including closure of all school campuses and implementation of distance learning for students to finish out the 19-20 academic year. The radical change in public and private school protocols for student presence and learning has obviously very dramatically impacted the Inland Empire Resource Conservation District's (IERCD/District) brand of in-person conservation education we've facilitated for over 20 years. As of this mid-June 2020 contract development, limited direction has come down from the state regarding protocols for the 2020-21 academic year; however, only one local school district has indicated concrete plans for use of this guidance in the next school year. As a result, the IERCD and other providers of classroom education content are uncertain of the manner in which we will be able to deliver conservation education to area students.

Classroom Program Re-Design: all formerly in-person conservation education in-person programs have been redesigned to allow for ongoing content delivery within a range of anticipated restrictions in SGPWA area schools. The former focus on completion of in-class K-12 and late high school/early college programs has shifted to a suite of distance learning materials and options for live and recorded classroom presentations, both of which are projected to continue elevation of resident awareness of the need for and methods of water conservation.

Outreach and Content Assessment: as with program changes, methods for advertising available programming and for assessing content retention are being updated to be facilitated virtually in 2020-21 with an eye to reaching as many residents as possible with the SGPWA's water conservation messaging.

Regular Assessment of Proposal Components: the IERCD is anticipating an ongoing need to evaluate and possibly revise approaches to water conservation education in SGPWA area schools, in partnership with SGPWA. Protocols for classroom instruction are currently unknown and will likely shift even after established, requiring the District and SGPWA to remain responsive to altering focus on what works best for resident education. To that end, IERCD is proposing (1) monthly staff-level check-ins on components of this proposal and necessary changes, and (2) an updated agreement structure detailing a "not to exceed" amount to be further directed by SGPWA staff based on general programming categories rather than highly specific deliverables in previous contracts. SGPWA direction will be memorialized in task orders to be executed as often as monthly to capture desired direction of IERCD efforts on behalf of the contract.

As with all previous contracts, the IERCD is incredibly grateful for the SGPWA's support and partnership in completion of resident education on the critical importance of water conservation.

2020-21 PROGRAMMING OPTION 1: K-12 VIRTUAL WATER CONSERVATION CONTENT

This contract section describes content meant to substitute for the 100 in-person K-12 classroom programs facilitated by IERCD and funded by the SGPWA in previous academic year, designed for 2020-21 to consist of (1) packaged content posted to online portal and accessible by residents and (2) options for pre-recorded and live (Zoom) classroom presentations. Each component will include content comprehension and satisfaction assessment via quiz with responses sent to IERCD for analysis/use in adapting content. The suite of content slated to replace in-person K-12 classroom programs is further described in the following section:

Marketing to Area Educators and Residents: IERCD staffers will advertise SGPWA programs through a variety of strategies designed to elevate resident awareness of SGPWA -sponsored water conservation content and programming, including:

- *Social Media:* IERCD staff will create posts for District Facebook and Instagram pages, ensuring no less than 2 posts/month address SGPWA sponsored virtual content availability, access, and use.
- *Website:* SGPWA -sponsored programming and content will be featured on IERCD's website. District Communications staff will work with interested partners to add links to content on companion websites to increase awareness of availability.

- *Virtual Flyers*: co-logo'd flyers advertising available content and programming will be created by District staff using professional design software, then distributed to partners in SGPWA education including administrators, teachers, and community groups, within requirements established for advertising.

Options for Delivery of Program Content:

- Live virtual presentations using Zoom or similar virtual meeting platform, available upon request by teachers and featuring similar components to existing IERCD water conservation presentations on behalf of the SGPWA. Materials used in program activities are projected to be dropped off to the requesting teacher's campus prior to the presentation.
- Downloadable Content from the SGPWA's section in IERCD's Conservation Connection Platform:
 - Narrated Google Slides Presentation: scheduled to be developed and available for download/use to interested educators and residents, these will consist of transitioning the existing IERCD water conservation classroom Prezi into a series of grade-group Google slide presentation narrated by District educators in English and Spanish.
 - Virtual lesson with activity, shorter in length than the full Google Slides presentation, but featuring one or more elements of presentation and connecting those to activities requiring simple materials that can be done at home. These will be available in individual grade groups, in both English and Spanish

YTD K-12 Virtual Water Conservation Content:

Task	Description	Cost	Quantity
Live Virtual Classroom Presentation	One live zoom presentation, including all coordination with requesting teacher; tutorial on teleconference platform; plus content refinement based on virtual setting	\$900/Live Presentation	2
Narrated Google Slide Presentation	One narrated Google Slide presentation for specific grade group in English and Spanish, based on existing Prezi with revised activities and content/ satisfaction checks	\$450/Narrated Google Slide Presentation for single grade group	5
Virtual grade-group specific lesson video	Developing one video lesson with activity per grade group, aligned with NGSS Standards and available in English and Spanish; includes all design, filming, editing, and access support	\$900/Virtual Lesson	0
SBVMWD-IERCD Coordination and Reporting	Monthly reporting and coordination meetings	\$1,200/year	.5

CONTRACT DETAILS

YTD Programming Executed: \$4,650
 2020-2021 Not To Exceed Total: \$25,000
 2020-2021 Remaining Funding Available: \$20,350

ADDITIONAL OFFERINGS

This section is being provided to demonstrate work that can be completed within the 2020-2021 FY and address additional opportunities to engage the public in water conservation messaging. Notify IERCD staff if SGPWA would like to pursue additional offerings shown below. Any additional options would be executed within the NTE parameters for the 2020-2021 FY.

2020-21 PROGRAMMING OPTION 4: VIRTUAL WATER CAREERS IN WATER PRESENTATION

Outreach, program design and facilitation, and post-program support have been reimagined and redesigned to accommodate COVID-19 restrictions, and consist of the following:

Marketing to Residents:

IERCD staffers will advertise SGPWA Careers in Water virtual programs through a variety of strategies designed to elevate resident awareness of SGPWA-sponsored water conservation content and programming, including:

- *Social Media:* IERCD staff will create posts for SGPWA Facebook and Instagram pages, to be done in coordination with other classroom and virtual workshop content.
- *Website:* program, details and access information will be located on IERCD's website.
- *Virtual Flyers:* co-logo'd flyers advertising the presentation will be created by IERCD and distributed to education staff in high schools, junior colleges, and CSUSB in San Bernardino

Water Career Presentations:

- IERCD staffers will develop Careers in Water presentation content into format capable of being delivered live via Zoom or similar program, including support for educators and students accessing the presentation
- Each live presentation will be accompanied by pre-presentation content provided to the participating teacher and post-workshop resources and assessment of satisfaction and content comprehension.

Virtual Careers in Water Pricing Menu

Task	Description	Cost
1 Narrated Google Slide Presentation	One narrated Google Slide presentation for Careers in Water	\$450/Narrated Google Slide Presentation
1 Live Virtual Presentations	Coordinating pre-meeting with teacher to tailor presentation content, troubleshoot or provide tutorial on teleconference platform, plus content development	\$900

2020-21 PROGRAMMING OPTION 5: SOCIALLY DISTANCED DRIVE-THRU EVENT

Outreach, program design and facilitation, and post-program support have been reimagined and redesigned to accommodate COVID-19 restrictions, and consist of the following:

Marketing to Residents:

IERCD staffers will advertise SGPWA's Socially Distanced Drive-Thru Event through a variety of strategies designed to elevate resident awareness of SGPWA-sponsored water conservation content and programming, including:

- *Social Media:* IERCD staff will create posts for SGPWA Facebook and Instagram pages, to be done in coordination with other classroom and virtual workshop content.
- *Website:* program, details and access information will be located on IERCD's website.
- *Virtual Flyers:* co-logo'd flyers advertising the event throughout SGPWA service area.

Event Facilitation:

- IERCD staffers will coordinate event location, gather partners, and facilitate during the day of the event.
- Local legislators and other public service leaders will be invited to the event to garner recognition and expand visibility within the SGPWA service area.
- Event will address SGPWA Water Conservation messaging.

Social Distanced Drive-Thru Event Pricing Menu

Task	Description	Cost
1 Drive-Thru Event	Coordinating and securing event location, developing outreach materials, inviting residents and local public service leaders, and ensuring event provides water conservation messaging consistent with SGPWA mission	\$1000