

1998 CALFED Proposal

II. EXECUTIVE SUMMARY

a. Project Title: "Bay-Delta Environmental Restoration Education Program"

Applicant: Water Education Foundation

b. Project Description and Primary Ecological Objectives:

This project will include a broadbased education outreach to citizens, journalists, decision makers, students and teachers designed to increase understanding of the ecology of the watersheds of the Bay-Delta region and relate to longterm CALFED programs. The focus of this coordinated program of balanced information will be to encourage communities in the Sacramento and San Joaquin river watersheds, the Bay-Delta and the tributary watersheds to become knowledgeable and involved in the environmental restoration process.

c. Tasks and Schedule:

1. Produce and distribute 20 page booklet for decision makers: the "Layperson's Guide to Environmental Restoration" - Sept. 1998 to Sept. 1999
2. Produce and distribute simplified, summary document for the public: "Basics of Environmental Restoration - a workbook for communities" - Sept. to Sept. 1999
3. Produce and distribute two attractive and engaging information slide cards for the public on endangered and introduced species, "The Salmon Story" and "Unwelcome Visitor Species" - Sept. 1998. to June 1999
4. Issues tour of the Delta and Bay region for journalists - May - July 1999
5. Teacher workshops for K-14 educators on wetlands, watershed education and resource management problem solving - April 1999 to Dec. 2000
6. Update of public television documentary, "Setting the Course," to include new CALFED information and distribution to local cable channels; revise and reprint Viewers' Guide - Sept. 1998 to June 1999

d. Justification for Project and Funding by CALFED:

In order for the CALFED program to be successfully implemented, the general public will need to understand the basic tenets of Bay-Delta ecosystems and how they are impacted by the various CALFED projects. The proposed program contains elements which reach various segments of the population including decision makers, journalists, the general public and school educators. This program will provide a series of broadbased information tools (booklets, slide cards, videos, teacher workshops) containing balanced information about stakeholder concerns that will enable communities to act on their own local environmental restoration projects that will support the goals of CALFED. By exposing journalists firsthand to the issues and principle stakeholders, the Water

Education Foundation will enable the media to inform the public of the progress of CALFED.

e. Budget Costs and Third Party Impacts:

The budget proposed for the Water Education Foundation's proposal can be broken into segments for each subtask:

Layperson's Guide to Environmental Restoration	\$26,160
Basics of Environmental Restoration booklet	\$ 8,880
Slide cards - Endangered Species - Salmon and Introduced Species	\$14,160
Issues forum and tour for journalists	\$ 6,564
Wetland and Watershed workshops for teachers	\$25,656
Updating of documentary video - distribution to cable channels	\$21,480
Total =	\$102,900

There are no identified third-party economic impacts.

f. Applicant Qualifications:

The Water Education Foundation is a nonprofit organization whose mission is to develop and implement education programs leading to a broader understanding of water issues and to resolution of water problems. The Foundation has a 20-year track record of providing high quality information that expresses a balance of views of responsible stakeholders. The Foundation has an excellent reputation for providing exciting and innovative education programs, as well as for forming successful partnerships with many diverse groups.

g. Monitoring and Data Evaluation:

The Water Education Foundation will monitor the distribution number of booklets and other printed material produced under this grant. In addition, contacts with journalists will be tracked and a collection of articles from journalists participating in the Bay-Delta issues tour will be assembled. The number of cable channels showing the documentary will be reported. Teachers participating in workshops will complete evaluations and report on local projects of students. A list of visitor centers and exhibits that order and distribute the slide cards will be maintained.

h. Local Coordination with other Programs/ Compatibility with CALFED objectives:

Two main objectives for CALFED are to provide good quality water for all beneficial uses and improve the ecological functions of Bay-Delta habitats. Without public education and buy-in to the process, these objectives will be unattainable. Only through public understanding and support will water quality, water supply and habitats be valued and protected. This project will provide a coordinated education effort that will reach a large segment of the Bay-Delta watershed population by working with parks, schools, libraries, local television stations, citizen groups, exhibits, visitor centers and water districts.