

II. Executive Summary

a. Project Title: "Water Challenge 2010":
An interactive, hands-on environmental education exhibit

Applicant Name: San Francisco Bay Model Visitor Center,
US Army Corps of Engineers

b. Project Description and Primary Biological/Ecological Objectives:

This proposal seeks funding for a traveling environmental education exhibit titled "Water Challenge 2010". This interactive, hands-on exhibit motivates visitors to learn more about the complex issues of the Bay-Delta by providing them with an exciting experience of personally managing Sacramento-San Joaquin Delta water for ecosystem restoration and other beneficial uses. Visitors are challenged to try their hand at apportioning water flowing from a huge tank (representing the total of available Delta water) into a series of smaller tanks (representing the Bay-Delta water needs of fish and wildlife, cities and industry, and agricultural users). As they make their water allocation decisions, visitors receive immediate feedback on the consequences of their actions via video monitors built into the exhibit.

The primary biological and ecological objectives of the "Water Challenge 2010" exhibit include increasing public awareness, knowledge and appreciation of Bay-Delta natural resources. By demonstrating the effects of Delta water management decisions on fish and wildlife (especially listed species such as winter run Chinook salmon and delta smelt) as well as on human users, the exhibit will help foster attitudes supportive of both habitat restoration activities and the careful, well-planned use of Bay-Delta natural resources.

c. Approach/Tasks/Schedule

The proposed exhibit will be developed and implemented in a series of phased activities, some of which will overlap:

Phase I:	Exhibit Design & Engineering	Oct. 1998 thru Jan. 1999
Phase II:	Audio-Visual Software Development	Dec. 1998 thru Mar. 1999
Phase III:	Exhibit Fabrication	Feb. 1999 thru Apr. 1999
Phase IV:	Installation	May 1999
Phase V:	Exhibit Evaluation & Monitoring	May. 1999 thru Dec. 1999
Phase VI:	Software & Engineering Refinements	Jun. 1999 thru Aug. 1999
Phase VII:	Fabrication of Duplicate Exhibits	Sep. 1999 thru Dec. 1999
Phase VII:	Original Exhibit On-Tour	Jan. 2000 thru Jan. 2010

d. Justification for Project and Funding by CALFED

The proposed exhibit facilitates public understanding of the complex issues underlying the CALFED Bay-Delta Program's mission to develop a long-term comprehensive plan that will restore the ecological health and improve water management for beneficial uses of the Bay-Delta system. The exhibit will appeal to all age groups, in rural as well as urban populations, helping to develop an informed citizenry that both appreciates Bay-Delta natural resources and supports their conservation and wise use.

E. Budget Costs and Third Party Impacts

CALFED is being asked to fund the design, engineering, AV software, fabrication and first installation of the exhibit prototype. (Project Phases I through IV --Total requested: \$115,000.). The US Army Corps of Engineers has committed to funding the evaluation & monitoring and the engineering & software refinement phases of the project. Other agencies and Organizations (See Section III, Item E. that follows) have indicated interest in funding and/or installing duplicate versions of the exhibit. (Duplicate exhibits will cost approximately \$65,000 each.)

There are no known adverse third-party impacts from the activities for which we are requesting funding.

F. Applicant Qualifications

The San Francisco Bay Model Visitor Center and the US Army Corps of Engineers have extensive experience with the design, implementation and maintenance of exhibit-based environmental education projects.

G. Monitoring and Data Evaluation

Although direct ecological and biological monitoring is not applicable in this case, the project does include mechanisms for measuring results. These exhibit performance and visitor monitoring components include quantitative studies (e.g.--How many people begin and finish the exhibit activity? What proportion of visitors to a venue choose to interact with the exhibit?) and qualitative evaluation (e.g.--Selected visitors will be pre-interviewed and post-interviewed to assess how their knowledge and attitudes about Bay-Delta natural resources and the CALFED mission have been affected by their interaction with the exhibit.)

H. Local Support/Coordination with other Programs/Compatibility with CALFED objectives

The content and video feedback messages of the exhibit will be developed with input and advice from leading representatives of the three main interest groups (agricultural, urban and environmental) who have a stake in the management of Bay-Delta natural resources. A number of agencies and Organizations concerned with environmental and water issues in the Bay-Delta have expressed support for the project, as well as interest in acquiring and installing duplicate versions of the exhibit.

The exhibit is designed to add an exciting, hands-on component to existing educational programs about natural resource conservation, in general, and the problems in the San Francisco Bay/Sacramento-San Joaquin River Delta in particular. In its initial installation at the Bay Model Visitor Center, the exhibit will be coordinated with educational programs and displays on the Bay-Delta ecosystem, the CALFED program, and human impacts on the Sacramento-San Joaquin River Delta ecosystem. When the exhibit travels (California State Fair, other visitor centers, etc.) and when duplicates of the exhibit are installed at other venues, implementation will be closely coordinated with local groups and their existing environmental education programs.

With its ability to help develop an informed citizenry with positive attitudes about Bay-Delta natural resource conservation, the exhibit directly or indirectly supports all of the CALFED ERPP objectives.