



*Dedicated to  
Satisfying our Community's  
Water Needs*

**AGENDA  
MESA WATER DISTRICT  
BOARD OF DIRECTORS  
Monday, August 27, 2018  
1965 Placentia Avenue, Costa Mesa, CA 92627  
3:30 p.m. Special Board Meeting**

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**LEGISLATIVE & PUBLIC AFFAIRS COMMITTEE MEETING  
Monday, August 27, 2018 at 3:30 p.m.**

**CALL TO ORDER**

**PLEDGE OF ALLEGIANCE**

**PUBLIC COMMENTS**

**Items Not on the Agenda:** Members of the public are invited to address the Board on items which are not on the agenda. Each speaker is limited to three minutes. The Board will set aside 30 minutes for public comments.

**Items on the Agenda:** Members of the public may comment on agenda items before action is taken, or after the Board has discussed the item. Each speaker is limited to three minutes. The Board will set aside 60 minutes for public comments.

**CONSENT CALENDAR ITEMS:**

*Approve all matters under the Consent Calendar by one motion unless a Board member, staff, or a member of the public requests a separate action.*

1. State Advocacy Update
2. Outreach Update

**ACTION ITEMS:**

None

**PRESENTATION AND DISCUSSION ITEMS:**

*Items recommended for approval at this meeting may be agendized for approval at a future Board meeting.*

3. Orange County Update

**REPORTS:**

4. Report of the General Manager
5. Directors' Reports and Comments

**INFORMATION ITEMS:**

6. Community Outreach Partnerships



*In compliance with California law and the Americans with Disabilities Act, if you need disability-related modifications or accommodations, including auxiliary aids or services in order to participate in the meeting, or if you need the agenda provided in an alternative format, please contact the District Secretary at (949) 631-1206. Notification 48 hours prior to the meeting will enable Mesa Water District (Mesa Water) to make reasonable arrangements to accommodate your requests.*

*Members of the public desiring to make verbal comments utilizing a translator to present their comments into English shall be provided reasonable time accommodations that are consistent with California law.*

*Agenda materials that are public records, which have been distributed to a majority of the Mesa Water Board of Directors (Board), will be available for public inspection at the District Boardroom, 1965 Placentia Avenue, Costa Mesa, CA and on Mesa Water's website at **www.MesaWater.org**. If materials are distributed to the Board less than 72 hours prior or during the meeting, the materials will be available at the time of the meeting.*

## **ADJOURNMENT**



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## MEMORANDUM

TO: Legislative & Public Affairs Committee  
FROM: Stacy Taylor, External Affairs Manager  
DATE: August 27, 2018  
SUBJECT: State Advocacy Update

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### RECOMMENDATION

This item is provided for information only.

### STRATEGIC PLAN

Goal #7: Actively participate in regional water issues.

### PRIOR BOARD ACTION/DISCUSSION

This item is updated for the bimonthly meeting of the Legislative & Public Affairs Committee.

### DISCUSSION

Staff will provide a verbal report to the Board.

### FINANCIAL IMPACT

In Fiscal Year 2019, \$89,000 is budgeted; \$7,000 has been spent to date.

### ATTACHMENTS

None.



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## MEMORANDUM

TO: Legislative & Public Affairs Committee  
FROM: Stacy Taylor, External Affairs Manger  
DATE: August 27, 2018  
SUBJECT: Outreach Update

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### RECOMMENDATION

This item is provided for information only.

### STRATEGIC PLAN

Goal #4: Increase public awareness about Mesa Water® and about water.  
Goal #6: Provide outstanding customer service.  
Goal #7: Actively participate in regional water issues.

### PRIOR BOARD ACTION/DISCUSSION

This item is updated for the bimonthly meeting of the Legislative & Public Affairs Committee.

### DISCUSSION

Mesa Water District's outreach program aims to connect Mesa Water with its constituents in order to achieve Goal #4 of the District's Strategic Plan. Outreach activities are also designed to achieve the Strategic Plan goals related to human resources, customer service, and/or regional water issues involvement by educating and informing the District's constituents about Mesa Water, water issues, and water in general. Mesa Water's constituents include external audiences – such as customers; community members; elected officials; industry colleagues, water districts and special districts; and media – as well as internal audiences such as staff, retirees and Board members.

### Upcoming FY 2019 Events

1. [Festival of Children](#) - [South Coast Plaza](#), 3333 Bristol Street, Costa Mesa, CA 92626: Wednesday, August 29, 5:30 p.m. to 8:30 p.m.
2. [CSDA "Coaching within the Workplace"](#) - [Mesa Water Reliability Facility](#), 1350 Gisler Avenue, Costa Mesa, CA 92626: Wednesday, September 5, 8:30 a.m. to 4:00 p.m.
3. [CalWEP Q3 Partner Plenary Meeting](#) - [Mesa Water Reliability Facility](#), 1350 Gisler Avenue, Costa Mesa, CA 92626: Wednesday, September 19, 9:00 a.m. to 3:00 p.m.
4. [Costa Mesa Fish Fry](#) - [Fairview Park](#), 2501 Placentia Avenue, Costa Mesa, CA 92626: Friday, September 21, 5:00 p.m. to 9:00 p.m., Saturday September 22 and Sunday, September 23, 12:00 p.m. to 9:00 p.m.
5. [Costa Mesa Community Run](#) - [Fairview Park](#), 2501 Placentia Avenue, Costa Mesa, CA 92626: Sunday, September 23, 8:30 a.m. to 12:00 p.m.
6. [OC Tax Roses, Radishes, & the Royalty Awards](#) - [Island Hotel](#), 690 Newport Center Drive, Newport Beach, CA 92660: Wednesday, September 26, 5:30 p.m. Reception, 6:30 p.m. Dinner and Awards



7. [Y.E.S. Evening of Excellence - The Promenade & Gardens](#), 570 Scenic Avenue, Costa Mesa, CA 92626: Thursday, September 27, 6:00 p.m.
8. [Newport- Mesa State of the Schools Breakfast - Corona del Mar High School](#), 2101 Eastbluff Drive, Newport Beach, CA 92660: Tuesday, October 2, 7:00 a.m.

The benefits of Mesa Water's outreach program include:

- Informing constituents about Southern California's perpetual drought, the historical drought facing California, and the importance of developing local and cost-effective sources of safe, reliable water for Mesa Water's service area and the region at large;
- Educating constituents about the importance of water and water stewardship, in order to sustain Southern California's population, quality of life, business, and economy;
- Educating constituents about Mesa Water's stewardship of ratepayer funds and financial responsibility to fund, invest in, and save for the current and future provision of safe and reliable water for the District's service area;
- Informing constituents of the District's infrastructure improvements to ensure water quality and water reliability for its service area;
- Learning from constituents and evolving as a well-informed Board of Directors;
- Promoting water use efficiency to Mesa Water's customers and community members to help them save water, money, and the environment;
- Ensuring, for public health and safety reasons, that Mesa Water customers and community members identify the District as their water provider and as the source of information about water in emergency situations;
- Supporting Mesa Water's service area as an actively involved participant in programs that provide added value and benefits to the community;
- Informing the media of Mesa Water's activities that benefit the District's customers and community;
- Empowering Mesa Water's Board and staff with information that will help them provide the best possible service to the District's customers and community members; and,
- Strengthening Mesa Water's industry relations to provide opportunities for improving the District's business and operations -- including the areas of financial and human resources strength, infrastructure and technological innovation, and setting/supporting policies that have a positive impact on Mesa Water's service area -- so that the District can continue to provide safe, high-quality, reliable, and affordable water to its customers.

### FINANCIAL IMPACT

In Fiscal Year 2019, \$292,000 is budgeted for the District's Public Affairs department expenses; \$22,144 has been spent to date.

### ATTACHMENTS

None.



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## MEMORANDUM

TO: Legislative & Public Affairs Committee  
FROM: Stacy Taylor, External Affairs Manager  
DATE: August 27, 2018  
SUBJECT: Orange County Update

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### RECOMMENDATION

This item is provided for information only.

### STRATEGIC PLAN

Goal #7: Actively participate in regional water issues.

### PRIOR BOARD ACTION/DISCUSSION

This item is updated for the bimonthly meeting of the Legislative & Public Affairs Committee.

### DISCUSSION

Mesa Water District's government relations program includes monitoring local and regional political issues and policy-setting authorities (i.e., County of Orange, Orange County Local Formation Commission, etc.). Mesa Water's consulting firm, Lewis Consulting Group, will provide an update to the Board.

### FINANCIAL IMPACT

In Fiscal Year 2019, \$50,000 is budgeted; \$4,000 has been spent to date.

### ATTACHMENTS

None.

**REPORTS:**

4. REPORT OF THE GENERAL MANAGER:

**REPORTS:**

5. DIRECTORS' REPORTS AND COMMENTS:





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## MEMORANDUM

TO: Legislative & Public Affairs Committee  
FROM: Stacy Taylor, External Affairs Manager  
DATE: August 27, 2018  
SUBJECT: Community Outreach Partnerships

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### RECOMMENDATION

This item is provided for information only.

### STRATEGIC PLAN

Goal #4: Increase public awareness about Mesa Water® and about water.  
Goal #6: Provide outstanding customer service.

### PRIOR BOARD ACTION/DISCUSSION

None.

### DISCUSSION

The Environmental Nature Center ([ENC](#)) and Institute for Conservation, Research and Education ([ICRE](#)) programs reach a significant number of students, parents, and teachers who live and/or work in Mesa Water's service area. Mesa Water District (Mesa Water®) has previously partnered with the ENC by participating in and sponsoring its year-round environmental awareness and education events. Additionally, Mesa Water Director DePasquale attended the 2018 ICRE *Student Poster Presentation Event*. Benefits of partnering with ENC and ICRE include:

- Engaging, educating, and empowering our customers and community members with timely, impactful, and relevant information about ecology, environmental preservation and stewardship, and wise water use;
- Increase Mesa Water's visibility and brand recognition among ENC's and ICRE's audiences who are also Mesa Water constituents (ratepayers, community members, elected officials, industry colleagues, and current/former Board and staff members); and
- Garner greater awareness of Mesa Water, and of water, among local and regional media interested in ENC's and ICRE's programs.

**ENC** – Mesa Water has partnered with the ENC via outreach sponsorships of \$2,500 in Fiscal Year 2017 and \$3,500 in Fiscal Year 2018.

ENC is expanding its environmental education programs to include a new preschool and a new "Nature Play Area" featuring a water-wise garden with water-efficient irrigation, while continuing its offerings of: 1) field trips for 5<sup>th</sup>-grade students such as the "Ecosystem Ed-venture" program; 2) in-school "Traveling Naturalist" programs such as the "Ecosystem Engineers" program, and participating in the annual Children's Water Education Festival; 3) scout programs such as "Brownies Wonders of Water"; 4) summer camp programs such as "Oceans Around Us" and "Planet Protectors"; and 5) the "Excellent Educator Program" for teachers of grades K-12.

Staff recommends sponsoring ENC's "Youth Water Education Program" for \$10,000 in Fiscal



Year 2019 (please see ENC's Proposal as Attachment A) which provides the following recognition and reach:

- **Student Engagement** which nurtures children's conservation ethic to develop a citizenry that appreciates nature, understands their environmental impact, and becomes good stewards who share knowledge with their families and friends and make thoughtful choices regarding water conservation, pollution prevention, and environmental preservation;
- **Promotion/Publicity** of Mesa Water's support via: 1) an ENC press release; 2) our logo featured in ENC's email marketing regarding the program to ENC's email list of 17,869 community members; 3) ENC's social media with 3,183 Facebook followers, 1,620 Instagram followers and 434 Twitter followers; and 4) ENC's website; and
- **Mesa Water Visibility** with our logo prominently featured on all materials (e.g., bookmark, etc.) distributed to program participants, including over 24,000 students annually. All Newport-Mesa Unified School District schools participate in the "Youth Water Education Program".

This sponsorship, renewable annually, will help fund the program's staffing and direct costs such as: 1) equipment for the nature museum displays and zoo; 2) instructional and resource materials; and 3) marketing and outreach. ENC's annual cost for this program is \$377,305.

**ICRE** – This is a new sponsorship opportunity, renewable annually, for Mesa Water.

ICRE involves students from Costa Mesa and Estancia High Schools, conducting real-world ecological research with guidance from biology and ecology professionals. The ICRE program includes approximately seven hours of monthly education during the school year for each student participant, including monthly field work -- at the ENC, Fairview Park, and Newport Banning Ranch – plus three in-class meetings weekly.

Staff recommends supporting ICRE as a "Primary Field Research Sponsor" for \$5,000 in Fiscal Year 2019 (please see ICRE's Proposal as Attachment B) which provides the following recognition and reach:

- **Student Engagement** with approximately 66 high school students (based on last year's program), mostly from Costa Mesa and Estancia High Schools;
- **Promotion/Publicity** of Mesa Water's support via: 1) an ICRE press release; 2) an announcement on ICRE's Facebook page (431 Facebook followers) and mentions in its posts, with six Mesa Water-exclusive posts per year; and 3) our logo featured in ICRE's Field Manual, flyers, invitations, website, and other collateral produced throughout the year; and
- **Mesa Water Visibility** by hosting ICRE's year-end "Ecological Field Studies Symposium" (please see last year's invite as Attachment C) at the Mesa Water Reliability Facility during the first week of June 2019. In 2018, this event had approximately 100 attendees including students, teachers, parents, Costa Mesa City Council and School Board members, and Mesa Water Director DePasquale.

Tactics that can be used to heighten awareness of Mesa Water's support of the ENC and ICRE community outreach partnerships for water awareness and education include:



- **Articles** in Mesa Water's *News on Tap* print newsletter (also on [MesaWater.org](http://MesaWater.org));
- **Bill Message** with Mesa Water's bills;
- **Community & Media Relations** via flyers distributed to community centers, and press releases;
- **eBlasts** to Mesa Water's list of over 850 subscribers, and via the Costa Mesa Chamber;
- **KOCI Radio** public service announcements and/or interviews with Mesa Water's elected and/or staff representatives; and,
- **@MesaWater** social media posts on our [Facebook](#), [Instagram](#), and [Twitter](#) pages.

Lastly, Mesa Water can capture photos and video of activities for use during and following the ENC and ICRE events. The Public Affairs department budget for Fiscal Year 2019 includes an allocation of \$10,000 for ENC and \$5,000 for ICRE.

#### FINANCIAL IMPACT

In Fiscal Year 2019, \$292,000 is budgeted for the District's Public Affairs department expenses; \$22,144 has been spent to date.

#### ATTACHMENTS

Attachment A: Environmental Nature Center Proposal

Attachment B: Institute for Conservation, Research and Education Proposal

Attachment C: Institute for Conservation, Research and Education Symposium Invite



## Mesa Water Sponsorship Proposal

The Environmental Nature Center (ENC) is driven by the mission to provide quality education through hands-on experience with nature. The ENC's vision is to inspire all generations to protect the natural world by serving as our community's foremost authority on ecological responsibility, sustainable practices, and environmental education.

The ENC was founded in 1972, when a 2.5-acre trash-filled gully was restored by community members. In 2000, a land purchase grew the campus to 3.5 acres, and in 2008, the ENC built Orange County's first U.S. Green Building Council (USGBC) LEED Platinum Certified building, which serves as a Learning Center and Museum.

In pursuit of our educational mission, Nature Camps, Scout and School Tour Program lessons are conducted on the ENC's campus. Traveling Naturalist Program lessons are conducted directly in schools. Program curricula for our school tour and Traveling Naturalist programs are aligned with the Next Generation Science Standards (NGSS) for California Public Schools for each grade level. All ENC programs teach about water conservation and water-use efficiency in addition to other environmental education concepts. Expansion of our School Tour Program and of our Nature Camps has begun at City of Newport Beach sites recently made available to the ENC (Shellmaker Island and Buck Gully Reserve).

In 2012, the ENC purchased a much sought after adjacent lot, which will house a Nature Preschool (opening 2019), bringing the campus to 5 acres. The ENC Nature Preschool will meet or exceed the sustainable building guidelines incorporated into the ENC's existing Learning Center. The ENC Nature Preschool building will also strive to achieve LEED Platinum certification, thus ensuring that the building will have a positive impact on the health of our students while promoting the best sustainable practices.

The preschool building will also be participating in the Living Building Challenge, a building certification program, advocacy tool and philosophy that defines the most advanced measure of sustainability in the built environment possible today and acts to rapidly diminish the gap between current limits and the end-game positive solutions we seek.

### [Water Conservation at the ENC](#)

Since its inception in 1972, the ENC has served as a model of water conservation – initially for the Newport-Mesa community, but now throughout all of Orange County and beyond – using drought tolerant native plants throughout the campus. The ENC's native plant communities are an integral part of our environmental education programs. Our 5-acre campus is a haven of environmental preservation and education, showcasing 15 of California's diverse native plant communities, including Coastal Sage Scrub, Chaparral, desert, and oak woodland.

The Nature Center provides habitat for wildlife, and walking trails offer program participants and visitors the opportunity to see native wildlife that is drawn to the native plants. Native plant demonstration areas are meant to provide guests with examples of beautiful, water wise native plant landscaping to encourage them to plant natives in their own yards to save water and provide habitat for animals.

Bioswales and rain harvesting eliminate all storm water runoff. Solids are removed on site and the water is returned to the aquifer. Water efficiency measures reduce the building's water usage by 46% in comparison to a similar building. Waterless urinals, dual flush, and low flow fixtures save an average of 15,000 gallons of potable water per year. Signage throughout helps educate the community about our building's water saving features.

## Water Education at the ENC

The Environmental Nature Center is pleased to present this proposal for consideration of support for our water education programs and projects. We present several options for your consideration, requiring initial seed funding and ongoing funding to provide continued services to our community. These include a Water Wise Garden and Irrigation System, our Excellent Educator Program, and Youth Water Education Programming.

### Option 1: Youth Water Education Programming

Another program that promotes a strong partnership between Mesa Water and the ENC is our Youth Water Education Programming. Water Education themes within our youth education programming also focus on promoting awareness, appreciation, knowledge, and stewardship of water resources. Activities are designed to engage students of all ages in the study of water through interactive simulations, use of models, and reality-based scenarios. For example, a session of our Summer Camp is themed "Oceans Around Us." Campers learn about ocean pollution and ways they can personally help reduce it. During another Summer Camp session, "Planet Protectors", campers learn ways they can conserve water in and around their homes and classrooms.

During our Ecosystem Ed-venture program for 5th grade students visiting on field trips, students take water samples from two aquatic ecosystems, look at them under microscopes, and perform water quality tests on them. Students then play a game to learn about ways that water is polluted and cleaned.

Water education themes are also included in our Traveling Naturalist programs that visit schools. For example, the program facilitates a class for high school students called 'Ecosystem Engineers', where students brainstorm, design, and create a prototype of a solution to an environmental problem; many students choose to focus on solving problems effecting our water sources. Our Traveling Naturalist program also participates in UCI's Children's Water Education Festival each year, where we teach hundreds of 3rd-5th graders about the role amphibians play in helping scientists' measure water quality via indicator species.

Water education themes are also included in our scout programs. During our Brownies Wonders of Water program, scouts learn the importance of protecting aquatic habitats and meet a toad. They work together on a skit to realize the actions they can take to conserve water. After a fun interactive game on wasting water, the Brownies take a personal pledge to not waste water.

Ultimately, the goal of all of the ENC's programs relates to developing a citizenry that appreciates nature, understands their impact on the environment, and become good stewards who make thoughtful decisions regarding the world around them. Research has shown that this

conservation ethic can be nurtured starting with children, and the lessons they learn can impact their and their family’s choices for years to come.

The annual cost for our Youth Education programming is \$387,305 per year. Our sponsor level recommendation for Mesa Water is \$10,000.

**Environmental Nature Center  
School Based Education Programs Budget**

| Expenses                    |  | Mesa Water       | other funders/income |
|-----------------------------|--|------------------|----------------------|
| <b>Personnel</b>            |  |                  |                      |
|                             | Staff Salaries, Taxes & Benefits             | \$ 5,000         | \$ 307,000           |
| <b>Program Direct Costs</b> |  |                  |                      |
|                             | Marketing & Outreach                         | \$ 1,000         | \$ 17,355            |
|                             | Vehicle Maintenance                          |                  | \$ 1,500             |
|                             | Equipment, Nature Museum Displays            | \$ 1,000         | \$ 500               |
|                             | Background Checks                            |                  | \$ 300               |
|                             | Instructional Materials                      | \$ 1,000         | \$ 7,500             |
|                             | Nature Museum Zoo                            | \$ 1,000         | \$ 2,000             |
|                             | Resource Materials                           | \$ 1,000         | \$ -                 |
|                             | Grounds Building Maintenance & Supplies      |                  | \$ 17,350            |
|                             | Travel                                       |                  | \$ 3,000             |
|                             | Office Supplies                              |                  | \$ 3,000             |
|                             | Computer Tech Support                        |                  | \$ 2,600             |
|                             | Hospitality (snacks, outreach lunches, etc.) |                  | \$ 700               |
|                             | Insurance                                    |                  | \$ 14,500            |
| <b>Total Expenses</b>       |  | <b>\$ 10,000</b> | <b>\$ 377,305</b>    |

**Mesa Water Recognition & Reach**

With funding for our Youth Water Education programming provided by Mesa Water funds, the Environmental Nature Center would like to promote Mesa Water’s sponsorship of the program by prominently featuring your logo on materials distributed to program participants, which total over 24,000 students each year. Each of these students receives a bookmark at the end of the program to bring home to their families to encourage them to return to the Nature Center. That bookmark would include the Mesa Water logo as a sponsor of the program. All Newport Mesa schools participate in these programs.

We will also send a press release, and feature your logo as a Youth Education Program sponsor in our email marketing about the program, on our website, and in our social media. Currently our email list totals 17,869 community members, we have 3,183 followers on our facebook page, 434 Twitter flowers, and 1,620 Instagram followers.



## Option 2: Water Wise Garden & Irrigation System

The ENC will soon be establishing an acre of additional habitat with the installation of native, water wise plantings and water wise irrigation in our new Nature Play Area. This new water wise landscape will promote water conservation by showing the community that native, drought tolerant plantings can be beautiful while saving water. Our goal is for our students and community to enjoy and learn in this new space by May 2019.

Habitat will be established in the Nature Play Area with the installation of water wise irrigation, the planting 2000 native plants, and the incorporation of trails throughout the new habitat so that community members can experience the open space and enjoy beautiful water wise native plantings.

The ENC has limited staff working on the grounds, and we rely heavily on the generosity of volunteers donating their time to develop our plant communities. Without the help of volunteers, we wouldn't be such a great example to the community. With this in mind, the ENC will invite small community groups, corporate volunteer groups, and recruit interns to participate in a service learning program. Participants will learn simple, yet effective techniques for successful maintenance of native plant communities, and assist with plant installation, irrigation, and weed removal. Volunteers will learn about the importance of planting natives and conserving water while helping the Environmental Nature Center improve the grounds where we educate tens of thousands of students and community members each year. Volunteers will also help maintain the garden indefinitely, under the guidance of our knowledgeable ENC staff.

This water wise landscaping project is an excellent opportunity for the ENC to improve our habitat and demonstration areas, and conserve water, while also providing a great example of beautiful native plant landscaping to visitors. Everyone benefits: visitors from the community, students in our programs, volunteers, interns, and service learning program participants will all learn from and enjoy healthier, more biodiverse plant communities. Native wildlife will benefit from the increased biodiversity and from a more educated human community that values habitat preservation, restoration and water conservation.

The garden has been designed by the ENC's architecture firm LPA, Inc., in tandem with ENC staff who have a combined 40+ years of experience working with native plants. LPA has designed the hardscape and trails, and ENC staff – specifically Assistant Director Lori Whalen whose landscape designs have been featured in both the South Coast Plaza Spring Garden Show and on the California Native Plant Society Spring Garden Tour - has designed the softscape.

The cost for the installation of the Water Wise Garden & Irrigation System is \$100,000. Our sponsor level recommendation for Mesa Water is \$30,000, or \$10,000 a year over a three-year period. Annual upkeep and maintenance of the garden is estimated to cost \$10,000 annually beginning in year four. Mesa Water would be a sponsor of the Water Wise Garden & Irrigation System, and the garden and water wise irrigation system would be named the "Mesa Water Water-Wise Garden" with the \$30,000 commitment.

**Environmental Nature Center  
Water Wise Garden & Irrigation System Installation Budget**

| Expenses                   |   | Mesa Water       | other funders    |
|----------------------------|---|------------------|------------------|
| <b>Personnel</b>           |   |                  |                  |
|                            | Staff Salaries, Taxes & Benefits        | \$ 4,860         | \$ 40,000        |
| <b>Garden Direct Costs</b> |   |                  |                  |
|                            | Water wise irrigation                   | \$ 12,000        | \$ 30,000        |
|                            | Plants for Nature Play Area restoration | \$ 11,540        |                  |
|                            | Mulch/DG for demo garden                | \$ 1,600         |                  |
| <b>Total Expenses</b>      |   | <b>\$ 30,000</b> | <b>\$ 70,000</b> |

**Water Wise Garden & Irrigation System Maintenance Budget**

| Expenses (annually)          |  | Mesa Water       |
|------------------------------|--|------------------|
| <b>Personnel</b>             |  |                  |
|                              | Staff Salaries, Taxes & Benefits           | \$ 4,500         |
| <b>Garden Direct Costs</b>   |  |                  |
|                              | Water wise irrigation repair & maintenance | \$ 2,500         |
|                              | Native plant additions and replacements    | \$ 2,000         |
|                              | Replacement mulch/DG                       | \$ 1,000         |
| <b>Total Annual Expenses</b> |  | <b>\$ 10,000</b> |

**Mesa Water Recognition & Reach**

With funding for our Water Wise Landscape and Irrigation System provided by Mesa Water, the Environmental Nature Center would like to include signage, educating visitors about the garden and thanking Mesa Water as the garden's sponsor. The signage would also give us an opportunity to thank you as our sponsor, by prominently featuring your logo.

At any given time, 72 children will be enrolled at our ENC Nature Preschool, where the Water Wise Garden is located. These students would utilize the garden every day, and their families would have frequent exposure to it at drop off and pick up, as well as during events at the school. 27% of the families on the preschool interest list live in 92626 and 92627, and 19% live in 92660 and 92663.

On the weekends, the garden, which will include our Nature Play area, will be open to the public. Annually over 25,000 community members visit the Center, and most will likely also visit the Water Wise Garden. While we do not collect demographic information from our public visitors, we know that the majority live in Costa Mesa and Newport Beach.

The ENC would also promote Mesa Water's sponsorship of the garden with a press release, on our website, in our email marketing and in our social media. Currently our email list totals



17,869 community members, we have 3,183 followers on our facebook page, 434 Twitter flowers, and 1,620 Instagram followers.

### Option 3: Excellent Educator Program

We are also seeking funding to continue our already existing and established Excellent Educator Program, previously funded by a foundation whose funding focus has changed. The ENC’s teacher professional development program, the Excellent Educator series, features workshops specifically focusing on educating educators about innovative hands-on ways to teach about water conservation, water-use efficiency, and water quality.

The ENC’s Excellent Educator Program was launched in 2011 to offer workshops and formal education experiences. Since then, the program has evolved to meet increased demands for less formal, more social and interactive learning experiences for teachers. The program brings teachers together to experience hands-on activities in a group setting that encourages interaction, connection and networking. Each session closes with a campfire where teachers enjoy refreshments and participate in group discussions that encourage brainstorming about integrating what was learned into their classroom settings.

The Excellent Educator Program is open to any kindergarten through 12th grade teacher. The primary focus of the professional development programming, Teachers Night Out, is held on the ENC’s 5-acre campus and provides nine 3-hour monthly gatherings. Teachers walk the trails and stop at several stations where ENC staff present interdisciplinary approaches to teaching, and model activities for teachers.

Activities are presented that connect subjects like math, English, history-social science and the arts into activities that teach about our themes, in this case water conservation, water-use efficiency, and water quality. Activities engage students and help them to develop knowledge, problem solving skills, self-confidence, think critically, and acknowledge and appreciate ethical concerns. The goal is to create a cadre of teachers who are excited about water education, and in turn their students learn to be good stewards of the environment and conservationists.

The cost for the Excellent Educator program is \$30,000 per year. Our sponsor level recommendation for Mesa Water is \$10,000.

### Environmental Nature Center Excellent Educator Programs Budget

| Expenses                    |                                  | Mesa Water       | other funders    |
|-----------------------------|----------------------------------|------------------|------------------|
| <b>Personnel</b>            |                                  |                  |                  |
|                             | Staff Salaries, Taxes & Benefits | \$ 6,000         | \$ 10,500        |
| <b>Program Direct Costs</b> |                                  |                  |                  |
|                             | Materials and Supplies           | \$ 2,500         | \$ 6,800         |
|                             | Hospitality                      | \$ 950           | \$ 1,800         |
|                             | Honorariums                      | \$ 550           | \$ 900           |
| <b>Total Expenses</b>       |                                  | <b>\$ 10,000</b> | <b>\$ 20,000</b> |

### Mesa Water Recognition & Reach

With funding for our Excellent Educator Program provided by Mesa Water funds, the Environmental Nature Center would like to promote Mesa Water's sponsorship of the program by prominently featuring your logo on materials distributed to program participants, which total about 225 teachers each year.

We will also send a press release, and feature your logo as an Excellent Educator sponsor in our email marketing about the program, on our website, and in our social media. Currently our email list totals 17,869 community members, we have 3,183 followers on our facebook page, 434 Twitter followers, and 1,620 Instagram followers.

We welcome you to visit the Center for a tour so that we can show you the areas to be planted, and tell you more about the ways the ENC transforms our community members', and especially our children's, relationship with nature. We would love to explore ways to work together to encourage our common goals of water conservation. Feel free to contact me with any questions you may have about the ENC. I may be reached via email at [bo@encenter.org](mailto:bo@encenter.org), by phone at (949) 645-8489, or in writing at 1601 E. 16th Street, Newport Beach, CA 92663. The ENC's website may be found at [www.encenter.org](http://www.encenter.org). Thank you for your consideration of this request.



High School Field Research \$5,000 Sponsorship Package for Mesa  
Water  
(Renewable Annually)

You will be developing future environmental leaders, decision makers, and community leaders by providing unique experiential educational opportunities for local students.

- Primary Field Research Sponsor
- Announcement News Release
- Announcement on Social Media and six exclusive posts per year
- Mentions in Social Media posts
- Logo included on Field Manual, flyers, invitations and other collateral produced throughout the year
- Logo on ICRE website

Hosting a Field Ecological Field Studies Symposium in June 2019 for approximately 100 high school students, families, civic leaders, college faculty, and other program sponsors.

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Reach: 950,000 Impressions Annually



# Ecological Field Studies Program

## PROGRAM OVERVIEW

The Institute for Conservation Research and Education (ICRE) presents the Ecological Field Studies to high school students each year. In the 2017-2018 school year, 66 students participated from three schools producing 17 research projects.

During the program, students conduct real-world ecological research. Acting as ecologists, with guidance from professionals, students develop a question and a hypothesis, and identify the best research methods and techniques to test their hypothesis. With field equipment in hand, students set up their experiments and collect data approximately one day each month over most of the school year. Near the end of the data collection period, students begin constructing posters that will display their work and results. Once collection is complete, students analyze their results and make conclusions that are shared and discussed with other students, their families, and community members at an end-of-year poster presentation.

This real-world experience is very challenging and very rewarding for the students who participate. At the end of the school year, it is clear how much the students have learned about the natural world, how much they have developed their own skills as scientists and researchers, and how much they have developed their own confidence as individuals. All of this comes as they complete a year-long project that has tangible results and will impact natural places where they live.

Through the support of donors, ICRE provides one-on-one staff time with the students both in the field and in the classroom. Staff are trained to facilitate the students' experience but not to do their work for them. Staff provide feedback and encouragement as students struggle to improve their technique and produce the best results that they can. Funding is also used to provide necessary equipment for the research projects and supplies for the making of posters and at the poster presentation.

Through the support of landowners, ICRE provides local interesting places to visit, each with their own story to tell and be discovered by the students' work.

The success of the students is truly owed to our wonderful community of partners! ICRE is very grateful for your support.

For more information, please visit [www.icreglobal.org](http://www.icreglobal.org).



# ICRE Field Studies Internship

**Get immersed in real conservation research with the most affordable STEM Ecology Field Studies in Orange County!**

During this exciting monthly Field Research program, students will experience hands-on activities in ecological fieldwork and scientific inquiry over the course of a school year. Experienced Biologists will provide guidance and oversight to students in the field, including data collection, statistical analysis and project presentation.

Grades: 8-12    Price: \$ 5,000 (up to 40 students)

**2018/19 School Year**

The application for the internship program is now open. Applicants will be asked to submit an initial application as well as an authorization from the teacher in charge.

only at

**Orange County Open Spaces**

For more information: [www.icreglobal.org](http://www.icreglobal.org)

[info@icreglobal.org](mailto:info@icreglobal.org)

Phone (714) 393-6249





# Ecological Field Studies Program

*Institute for Conservation Research and Education invites you to the*  
**2018 Student Poster Presentation**



Students will present their field data and conclusions from work spanning the course of the school year.

**Date:** Monday, June 4, 6:00-7:15pm

**Location:** Estancia High School (2323 Placentia Ave, Costa Mesa, CA 92627)

**RSVP** by Friday, June 1 to Matt Yurko at [info@icreglobal.org](mailto:info@icreglobal.org)

**Please join us to support and celebrate  
the students' achievements!**

[www.icreglobal.org](http://www.icreglobal.org)