

DENVER BOARD OF WATER COMMISSIONERS

Meeting Date: February 10, 2010

Board Item: V-A-9

**YOUTH EDUCATION CONSULTING WITH ROB BUIRGY
CONTRACT 11942A**

Action by Consent

Action

Information

Youth education has been identified as a core component of Denver Water’s communications program. Denver Water is looking to the youth population in its service area as a prime audience to build more appreciation for the value of water and for fostering a new culture of wise water use. While Denver Water has conducted a number of projects aimed at youth over the last two decades, in 2007 the Community Relations Section committed to developing a more concentrated and organized effort that would reach students throughout Denver Public Schools with the potential to expand throughout the service area.

An initial RFP process for a youth education consultant in 2008 was unsuccessful. Only two vendors responded, and neither proposed a program that justified a contract offer. Staff subsequently sought the advice of Rob Buirgy, then facilitator of the Colorado Water Conservation Board’s Water Education Task Force. It became clear during those discussions that Denver Water needed to readjust its approach to better align with the new education landscape. It also became clear that Rob Buirgy was the best person to help develop and guide this effort.

In September 2008, Community Relations contracted with Rob Buirgy to create and administer an interactive water education program for use in Denver Public Schools (DPS). In 2009, Buirgy evaluated existing efforts and planned the development of a new program. Buirgy also expanded Denver Water’s presence within DPS to include five new K-12 in-class presentations and the redesign of the *Teacher’s Resource Packet* (TRP), which is distributed to each sixth-grade science classroom. Additionally, Buirgy conducted two TRP new-user teacher trainings.

The work will now proceed with the design of tours, classroom presentations, special events, web sites, virtual tour of a treatment plant, in co-operation of DPS.

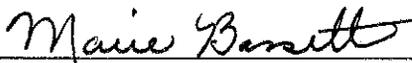
No SBDE- or WBE-certified businesses bid on the original RFP.

Recommendation:

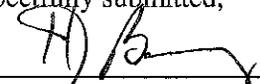
It is recommended that the Board approve a third amendment to contract #11942A for \$54,000.00, resulting in a total contract amount not to exceed \$144,250.00. These funds were included in the 2010 budget.

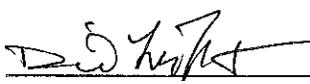
Approvals:

Respectfully submitted,



Marie Bassett
Director of Public Affairs



H. J. Barry, Manager

Patricia Wells
Legal Counsel

For