

DENVER BOARD OF WATER COMMISSIONERS

Meeting Date: September 8, 2010

Board Item: V-E-1

Youth Education Consulting
Contract No. 13253A

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.

After an extensive outreach process in 2008, Denver Water contracted with Buirgy Consulting, Inc. to perform the first phases of work necessary for the development of a new youth education program for the agency. Over the past two years, efforts have focused on evaluating opportunities, establishing key partnerships, and laying the groundwork for a new program aimed at reaching students K-12. Beginning this fall, work will shift to implementation and tracking. Plans for this contract period include continued work with partners like Denver Public Schools (DPS), the Rocky Mountain Section of the American Water Works Association, and others, as well as the program's first efforts to evaluate potential opportunities within suburban distributor school districts. The program also will begin formal evaluation and tracking of teacher use of Denver Water's Teacher Resource Packet, which provides locally relevant water-related curriculum materials to every sixth-grade science classroom in DPS.

Other program elements include continued work refining treatment plant tours, design of an online virtual treatment plant tour for Denver Water's website, expanded marketing and delivery of in-class presentations, and the execution of two district-wide teacher-training workshops to help educators teach the complexities of Colorado water in the classroom.

Recommendation:

It is recommended that the Board approve contract No. 13253A with Buirgy Consulting, Inc. for \$101,500.00. These funds are included in the 2010 and 2011 budgets.

Approvals:

Respectfully submitted,



Marie Bassett, Director of Public Affairs



James S. Lochhead, CEO/Manager



Patricia Wells, Legal Counsel