



# City of Dallas Environmental Education Initiative

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Quality of Life Committee

September 26, 2005

Dallas Water Utilities & Sanitation Services

# Briefing Purpose

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- Provide background on in-school educational efforts
- Highlights
  - DWU Water Conservation Program
  - SAN Recycling Education Program
- Introduce Environmental Education Initiative (EEI)
- Seek committee support for contract award on September 28, 2005 Council Agenda for 3 year contract (subject to annual appropriations)



# BACKGROUND:

## In-School Educational Efforts

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- Many departments provide support to schools by request only
- More structured programs tailored to school districts specific needs
  - Efforts often perceived by school officials as additional work for teachers
- Not always aligned with Texas Essential Knowledge and Skills (TEKS) requirements



# *HIGHLIGHTS: DWU Water Conservation Program*

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- Existing In-school Program Chronology
  - Mid-1980's to Present
    - Drinking Water Week Poster Contest
    - Speaking Engagements
    - Participation in Special Events & Community Fairs
    - Book covers & Promotional Items
  - FY 2003
    - Education efforts expanded to include Summer outreach programming in YMCA's and City Recreation Centers



# *HIGHLIGHTS:*

## *Water Conservation Program (cont.)*

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- April 2005
  - Water Conservation Five-year Strategic Plan adopted by Council to include enhanced education and outreach component
    - Five-year Plan specifies development and implementation of K-12 bi-lingual water conservation curriculum for City of Dallas students
    - As a result of Council's commitment to water conservation and the Five-year Plan, funding was included in the FY 04-05 budget for development and implementation of in-school water education programming



## *HIGHLIGHTS:*

### *Water Conservation Program (cont.)*

- Actions taken during and since adoption of Five-year Strategic Plan
  - Staff evaluated local, regional, state and national water education resources available
    - Examples of programs evaluated include
      - Texas Water Development Board's "Major Rivers"
      - EPA Water Education Programs
      - Various Municipal Water Education Websites
      - Non-profit Organizations
      - Private Companies



## *HIGHLIGHTS:*

### *Water Conservation Program (cont.)*

#### ○ Lessons Learned

- School education programs, while not directly related to an equipment change, may result in both short and long-term water savings
- Behavioral changes by the students based upon greater knowledge are often shared with parents and implemented at home
- To be effective, a school education program should provide curriculum material appropriate to the grade level of the student, increasing in complexity from elementary school through high school
- A water oriented curriculum that is focused on conservation and resource issues should be made available for all grades



# *HIGHLIGHTS:*

## *SAN Recycling Education Program*

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- Mayor's Recycling Task Force in May 2003:
  - Encourage partnerships to integrate recycling across City Departments
  - Implement comprehensive education & public information campaign
- SAN and PIO benchmarked existing education programs (Plano, Tucson, & Ft. Worth)
- Tucson model, **"Too Good to Throw Away"** selected and authorization secured from program developer to adapt for Dallas



## *HIGHLIGHTS:*

# *SAN Recycling Education Program*

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- City staff tailored the curriculum to Dallas' recycling program
- **“Too Good to Throw Away”**
  - Teaches the 3-R's (reduce, reuse, recycle) to grades 1–5 in a fun, age-appropriate way
  - Includes pre- and post-visit activities to help teachers reinforce the message of waste prevention



## *HIGHLIGHTS:*

# *SAN Recycling Education Program*

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- **“Too Good to Throw Away”** compatible with TEKS, per DISD Science Curriculum Department
- At DISD July 2005 In-Service Training, SAN staff introduced 150 elementary science teachers to **“Too Good to Throw Away”**, with plans to use in classrooms this school year



# *EEI Development Process:*

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- Interdepartmental Collaboration
  - Through several environmental educational meetings, DWU & SAN recognized similarity in educational outreach strategies
  - Partnership serves as the catalyst for the Environmental Education Initiative
  - Plan to hire a professional educational firm to deliver message to local schools, as an extension of staff efforts
    - Adds depth of experience in educational arena and breadth of environmental knowledge
  - Both departments will share in program costs, responsibilities, policies and procedures

# *EEI Development Process (cont.)*

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- EEI Program Rationale
  - Offers a proactive, disciplined approach to environmental education in schools
  - Leverages city resources by combining efforts, thus creating one voice
  - Aligns city's environmental educational outreach agenda with school systems' educational requirements

# *EEI Program:*

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## ○ Mission

- To offer environmental educational programming about City of Dallas programs in a cohesive, user-friendly, accessible series from which teachers may choose curriculum offerings, directly aligned with national and state educational requirements

# *EEI Program (cont.) :*

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## ○ **Goals**

Increase recycling

Reduce water usage

- Communicate environmental issues to local schools
- Encourage teacher participation through interactive workshops with Continuing Education Units (CEU)
- Recruit community partners beyond ISDs
  - Environmental Fairs, HOA meetings, etc..

# Selection Process:

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- Developed & advertised a Request for Competitive Sealed Proposals
- Five proposals submitted
  - Learning Bridge
  - PATH: Prevention Awareness & Toxic Free Habits
  - Center for Environmental Education, also known as Wet in the City
  - BDS Technologies
  - Hamline University/University of North Texas

# Selection Process: *(cont.)*

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- Selection Committee comprised of five (5) staff members representing
  - Dallas Water Utilities
  - Library
  - Public Works & Transportation
  - Sanitation Services
- Three local high school students served in an advisory capacity to evaluate the vendors' presentation styles and ability to connect with the target audience
- All vendors were provided an opportunity to present proposals
  - Four presentations, one no-show

# Selection Criteria Weights:

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- Experience in Field 30 points
- Cost of proposed project, financial stability of company 25 points
- Presentation and communication 25 points
- Work Plan 20 points

# Staff Recommendation:

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- Hamline University/UNT
  - Both institutions have experience in providing professional development in science & environmental education
  - Hamline's Center for Global Environmental Education
    - Experience in development of curriculum and media for local, regional and national audiences
    - Products in English and Spanish
- Proposed Scope of Work (Year 1)
  - Curriculum development for Water Conservation (SAN curriculum completed)
  - Classroom presentations
  - Teacher training workshops
  - Community outreach events
  - Supplemental teaching materials

# Staff Recommendation: *(cont.)*

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- Deliverables
  - Monthly reports of program milestones and achievements
  - Annual assessments of program effectiveness
  - Website licenses for restructured programs
    - Media materials
    - CD ROMS
- Proposed Budget
  - Not to exceed \$ 190,000

# Summary:

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- SAN & DWU will work in partnership to deliver an Environmental Education Initiative as “one voice”
- Both programs are aligned with Council’s overall Neighborhood Quality of Life agenda
  - Commitment to water conservation
  - Commitment to Sanitation’s **“Too Good To Throw Away”** Program

## Next Steps:

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- 9/28/05 Council Agenda for review & approval
- Oct 2005 Execute contract
- Nov 2005 Implement Program
- May 2006 Provide feedback to committee



# Appendix

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- RFP: Required Experience

# Request For Proposal:

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## Required Experience Requested

- High level responsive professionalism and quality customer service
- Experience working with and training teachers and administrators
- Experience in effectively reaching a diverse student population in classroom settings
- Experience in developing and implementing an established, field testing K-12 environmental education classroom curriculum with proven results
- Demonstrated experience in planning and implementing high-profile collaborative community event