



CONTRACT NO. 20-027-CDS
BETWEEN THE
EDWARDS AQUIFER AUTHORITY
AND
EXHIBIT CONCEPTS, INC.
FOR THE EAA EDUCATION OUTREACH CENTER DESIGN AND INSTALL

This Contract is made and entered into by and between the EDWARDS AQUIFER AUTHORITY (EAA), a political subdivision of the State of Texas, with its principal place of business located at 900 E. Quincy Street, San Antonio, Texas 78215, and EXHIBIT CONCEPTS, INC. (Contractor), an exhibit design-build contractor, with its principal place of business located at 700 Crossroads Court, Vandalia, OH 45377. Each of these entities is, at times, referred to in this Contract individually as a "Party," and both are referred to collectively as "Parties."

RECITALS

WHEREAS, the EAA was created by the Edwards Aquifer Authority Act, Act of May 30, 1993, 73rd Leg., R.S., ch. 626, 1993 Tex. Gen. Laws 2350, as amended (Act); and

WHEREAS, under Section 1.02 of the Act, the EAA is a conservation and reclamation district created by virtue of Article XVI, Section 59, Texas Constitution, and is a governmental agency and body politic and corporate vested with the full authority to exercise the powers and to perform the functions specified in the Act, and other applicable law; and

WHEREAS, under Section 1.08(a) of the Act, the EAA has all the powers, rights and privileges necessary to manage, conserve, preserve, and protect the Edwards Aquifer (Aquifer) and to increase the recharge of, and prevent the waste or pollution of water in, the Aquifer; and

WHEREAS, under Section 1.11(d)(2) of the Act, the EAA may enter into contracts; and

WHEREAS, the EAA Board of Directors (Board) approved this Contract on August 11, 2020, and authorized the EAA's General Manager to execute the Contract; and

WHEREAS, the Contractor will conceptualize, develop, fabricate and install interactive exhibits at the EAA Education Outreach Center (EOC), and

WHEREAS, it is in the public interest that the EAA enter into this Contract.

AGREEMENT

NOW THEREFORE, for and in consideration of the mutual promises and agreements set forth in this Contract, the sufficiency of which is hereby acknowledged, the EAA and the Contractor agree as follows:

ARTICLE I – TERM; DESCRIPTION OF WORK

Section 1.1. Term. This Contract is effective and commences on August 12, 2020 (Effective Date) and terminates on December 31, 2021 (Expiration Date).

Section 1.2. Services. Subject to the terms and conditions of this Contract, the EAA engages the Contractor to perform, for the benefit of the EAA, the work set forth and described in this Contract and in the following documents (Services): (1) the Scope of Work which is attached hereto as Exhibit A (Scope of Work); (2) the Task Budget which is attached hereto as Exhibit B (Task Budget); (3) the Project Schedule which is attached hereto as Exhibit C (Project Schedule); and (4) the EAA Interpretive Master Plan which is attached hereto as Exhibit D (EAA Interpretive Master Plan). The Contractor accepts such engagement and agrees to devote its best efforts and abilities, and furnish all necessary labor, machinery, equipment, tools, and transportation necessary in furtherance thereof.

Section 1.3. Commencement and Completion of Services. The Contractor will commence performing the Services immediately upon the date of receipt of the written notice to proceed issued by the EAA's General Manager. All Services will be completed and delivered to the EAA by the Expiration Date and shall be completed in compliance with the schedules, budgets, descriptions and specifications contained herein and in the Exhibits attached hereto. It shall be the Contractor's responsibility to ensure that the completion times for the Services are met. At the sole option of the EAA, this Contract may be renewed and extended for up to two (2) periods of one additional year each, with such election made by the EAA giving the Contractor written notice to renew and extend this Contract prior to the end of the then Contract period. Time is of the essence in the performance of this Contract.

ARTICLE II – AMENDMENTS

Section 2.1. This Contract may be amended only by written agreement of the Parties.

Section 2.2. Amendments by the General Manager. The Board delegates the authority to the General Manager to enter into amendments to this Contract without further authorization by the Board consistent with the General Manager's authority to enter into contracts under Section 4.01 of the EAA's Bylaws.

ARTICLE III – COMPENSATION

Section 3.1. Fees. The EAA agrees to pay the Contractor for the Services rendered in accordance with the Scope of Work, Task Budget, Project Schedule and EAA Interpretive Master Plan, as stated in the Exhibits of this Contract, for a total fixed Contract amount of \$785,000.00.

The Contractor may not invoice the EAA for any amount that exceeds this amount and will be responsible for the payment of any other additional work needed in order to perform the Services that may exceed the total fixed Contract amount. The Contractor agrees and understands that the EAA will not be held accountable for any such exceedances. Additionally, the Contractor agrees and understands that any costs or expenses it incurs in the performance of the Services shall be borne solely by the Contractor with no separate right of reimbursement from the EAA.

Section 3.2. Payment. All “invoice packets” from the Contractor to the EAA for the Services performed for each previous month’s activities shall be sent no later than the 15th day of each month beginning September 15, 2020. Each invoice packet shall contain the following: (1) the Task Budget against which the invoice amount is proposed to be charged; (2) a general description of the Services rendered by Task in the Scope of Work; (3) a certified invoice summary sheet; and (4) a progress report containing: (a) a description of the work completed by Task in the Scope of Work; (b) an update of the work schedule compared to the Project Schedule as it relates to achievement of the deliverables; (c) an estimate of the percent completion by Task in the Scope of Work; and (d) a discussion of any issues or problems that may affect a deliverable due date. The monthly invoice packet will be submitted electronically in Adobe Acrobat (pdf) format via email to the STEM/SchoolEducator, Sarah Valdez, at svaldez@edwardsaquifer.org. If the Contractor utilizes subcontractors (see Article V), the Contractor shall submit a Subcontractor Utilization Report with each invoice submitted to the EAA for payment. The terms of each invoice shall be met thirty (30) days upon EAA receipt and approval of that invoice.

ARTICLE IV – INDEPENDENT CONTRACTOR

Section 4.1. No Employment Relationship. The Parties understand and agree that this Contract does not create a fiduciary relationship between them, that they are separate entities, that the Contractor is an independent contractor with respect to the performance of the Services and is not subject to the direct or continuous control or supervision of the EAA, and that nothing in this Contract is intended to make either Party a subsidiary, joint venturer, partner, employee, agent, servant or representative of the other Party for any purpose whatsoever. The Contractor shall provide any and all equipment, materials and personnel necessary for the performance of the Services. The EAA shall have no right of direction or control of the Contractor, or its employees, agents, or subcontractors except in the results to be obtained, and in a general right to order the performance of the Services to start or stop as agreed to herein, to inspect the progress of the Services, and to receive reports. The Contractor shall accommodate reasonable requests from the EAA to allow EAA employees, agents or representatives to accompany and observe Contractor personnel, agents, and subcontractors in carrying out the Services.

ARTICLE V – CONTRACTOR PERSONNEL AND SUBCONTRACTORS

Section 5.1. Personnel. The Contractor will provide any and all personnel necessary for its performance of the Services. The Contractor will be responsible for its employees and agents in all respects, including, without limitation, their compliance with applicable laws and their safety, including without limitation, all Occupational Safety and Health Administration (OSHA) standards, requirements, and regulations. The Contractor indemnifies and holds harmless the

EAA, and its directors, officers, employees and agents, from and against any claims brought by any employee, subcontractor or other agent of the Contractor relating in any way to the Services.

Section 5.2. Subcontractors. In performing the Services, the Contractor may retain and utilize as its subcontractors, those individuals identified to and approved in writing by the EAA, in advance. The EAA, in consultation with the Contractor, shall have the right to terminate, limit, or alter, at any time, the participation of any approved subcontractor utilized by the Contractor. No additional subcontractors may be retained by the Contractor to perform any Services without the prior written consent of the EAA. The Contractor will be responsible for its subcontractors in all respects including their compliance with applicable laws and their safety, including without limitation, all OSHA standards, requirements, and regulations.

Subcontracting the delivery and/or installation of the scope may be provided by:

- VanSickle & Roller – Exhibit Design

ARTICLE VI – TERMINATION

Section 6.1. Termination. The EAA may terminate this Contract at any time, including at the expiration of each budget or payment period during the term of this Contract, with or without cause, upon ten (10) days' prior written notice to the Contractor. Upon receipt of such termination notice, the Contractor shall immediately stop all work in progress, including all work performed by its employees, agents, or subcontractors. Insofar as possible, all work in progress will be brought to a logical termination point. Within thirty (30) days of the final invoice following termination, the EAA shall pay the Contractor all moneys then due and owing for the Services rendered, costs and expenses reasonably incurred up to the time of termination.

ARTICLE VII – OWNERSHIP OF MATERIALS

Section 7.1. Ownership. All drawings, specifications, documents, or materials produced, created, or supplied under this Contract by the Contractor, its employees, agents or subcontractors or anyone else, and whether finished or unfinished or in draft or final form, will be the property of the Contractor. The Contractor grants the EAA exclusive rights to the use of any of the drawings, specifications, documents or materials produced or created under this Contract. The EAA shall have unlimited rights to technical and other data resulting directly from the performance of the Services for its own use.

Section 7.2. Delivery of Documents upon Termination. Upon expiration or termination of this Contract under Sections 1.1, 1.3 or 6.1, the Contractor will promptly deliver to the EAA all information, documents, property and materials not already in the possession of the EAA.

Section 7.3. Nondisclosure of Documents. The information, documents, property, or materials produced, created or supplied under this Contract by the Contractor, including preliminary technical reports and studies, shall not be disclosed by the Contractor to any third party without the prior written consent of the EAA. The Contractor shall immediately advise the EAA of any requests for any such information, document, property, or materials by a third party. The unauthorized disclosure of such information, documents, property, or materials in violation of this

section shall, in the sole judgment of the EAA, constitute a breach of this Contract and shall be subject to all applicable remedies at law or equity.

Section 7.4. Record Copies. The Contractor shall retain a record copy of all information, documents, property, or materials developed in the course of performing the Services. Upon request of the EAA, such information, documents, property, or materials will be promptly supplied to the EAA, including after the Expiration Date or the termination of this Contract under Section 6.1. The EAA will reimburse the Contractor for actual cost of time and expenses of reproduction of such materials when requested.

Section 7.5. The Contractor shall have the right to include photographic or artistic representations of the design of the work among the Contractor's promotional materials. However, the Contractor's materials shall not include information the EAA has identified in writing as confidential or proprietary.

ARTICLE VIII – NON-PERFORMANCE

Section 8.1. The Contractor warrants that it will perform all Services in a good and workmanlike manner, strictly in accordance with the standards of the Contractor's profession, the Scope of Work, and as otherwise provided in this Contract and the Exhibits hereto. The Contractor's failure to timely perform the Services as warranted and agreed shall constitute a breach of this Contract and shall be subject to all applicable remedies at law or equity. The determination of nonperformance shall rest solely with the EAA.

ARTICLE IX – LIQUIDATED DAMAGES

THIS ARTICLE LEFT BLANK

ARTICLE X – BOND COVERAGE

Section 10.1. The Contractor will provide the EAA, for its benefit, with a performance bond in the sum of 100% of the anticipated costs to perform the Services under this Contract. Such bond shall be in form and substance in all respects satisfactory to the EAA and shall be issued by a surety company authorized to do business in Texas and in all respects satisfactory to the EAA. The Contractor, through its agent of record, shall notify the EAA in writing of any changes in bonding coverage within thirty (30) days prior to any effective date of the change.

ARTICLE XI – INSURANCE

Section 11.1. Insurance Coverages. During the term of this Contract, the Contractor shall obtain and maintain in effect, at Contractor's expense, appropriate insurance policies protecting the Contractor and the EAA, and their respective directors, officers, employees and agents, against any loss, liability, personal injury, death, property damage or any expense arising out of the performance of the Services, including, without limitation: (1) worker's compensation insurance in compliance with applicable state law; (2) comprehensive general liability insurance, insuring against property damage, personal injury and death, in an amount of no less than \$1,000,000.00

per occurrence; (3) automobile liability insurance in an amount no less than \$1,000,000.00; (4) umbrella liability insurance in an amount of no less than \$1,000,000.00. Said insurance policies shall be with insurance carriers licensed to do business in Texas. The Contractor shall be responsible for requiring that its subcontractors carry and maintain adequate insurance coverage and shall promptly provide written evidence of such to the EAA.

Section 11.2. Additional Insureds. The Contractor shall name the EAA and its directors, officers, employees, and agents as “additional insureds” on all of the insurance policies specified in Subsection 11.1 above, or with respect to the worker’s compensation insurance, contain waivers of subrogation by Contractor and the insurance carrier in favor of the EAA. Not later than the date of receipt of the written notice to proceed under Section 1.3, the Contractor must provide the EAA with certificates of insurance to be issued directly to the EAA by the Contractor’s insurance agent, identifying the specified coverage. The Contractor, through its agent of record, shall notify the EAA of any changes in coverages within thirty (30) days prior to any effective date of change.

Section 11.3. No limitations. Contractor’s obligation to obtain and maintain the foregoing policy or policies in the amounts specified shall not be limited in any way by reason of any insurance which may be maintained by the EAA, nor shall Contractor’s performance of this obligation relieve it of liability under the indemnity provisions set forth in Section 12.2.

ARTICLE XII – ASSUMPTION OF RISK AND INDEMNIFICATION

Section 12.1. Risk. The Contractor shall assume all risks associated with the Contractor’s or its subcontractors’ performance under this Contract and shall waive any claim against the EAA and its directors, officers, employees and agents for damages arising out of the Contractor’s or its subcontractor’s performance of the Services.

Section 12.2. Indemnification. The Contractor shall defend, indemnify and hold harmless the EAA, and its directors, officers, employees and agents from any and all damages, loss, or liability of any kind whatsoever, including the costs and attorney’s fees of litigation or any other proceeding arising from: (a) contracts or any other arrangements entered into between the Contractor and any third parties to perform the Services, (b) any claims brought by any person relating to this Contract or the Services, or (c) the quality or the performance of the Services.

ARTICLE XIII – NOTICES

Section 13.1. Notices to the EAA. All notices or communications under this Contract to be mailed or delivered to the EAA shall be in writing and shall be sent to the EAA’s principal place of business as follows, unless and until the Contractor is otherwise notified:

EDWARDS AQUIFER AUTHORITY
ATTENTION: Latifah Jackson, Contract and Business Development Coordinator
900 E. Quincy Street
San Antonio, Texas 78215

Section 13.2. Notices to the Contractor. All notices or communications under this Contract to be mailed or delivered to the Contractor shall be in writing and shall be sent to the address of the Contractor as follows, unless and until the EAA is otherwise notified:

EXHIBIT CONCEPTS, INC.
ATTENTION: Duane Landes, Project Manager
700 Crossroads Ct.
Vandalia, OH 45377

Section 13.3. Effective Date of Notice. Any notices or communications required to be given in writing by one Party to the other shall be considered as having been given to the addressee on the date the notice of communication is posted by the sending Party.

ARTICLE XIV – MISCELLANEOUS

Section 14.1. Entire Agreement. This Contract and the attached Exhibits constitute the entire agreement between the Parties regarding the Services to be performed by the Contractor and there are no representations, warranties, agreements or commitments between the Parties except as set forth herein. Unless otherwise authorized herein, no amendments or additions to this Contract shall be binding on the Parties unless in writing and signed by the Parties.

Section 14.2. Non-Waiver. No delay or failure by either Party to exercise any right under this Contract, nor any partial or single exercise of that right, shall constitute a waiver of that or any other right, unless otherwise expressly provided herein.

Section 14.3. Headings. Headings in this Contract are for convenience only and shall not be used to interpret or construe its provisions.

Section 14.4. Governing Law. This Contract shall be deemed to have been executed and performed in the State of Texas and shall be construed in accordance with and governed by the laws of the State of Texas. Venue for any disputes or claims arising from this Contract shall be exclusively in the proper courts in Bexar County, Texas.

Section 14.5. Counterparts. This Contract may be executed in two or more counterparts, each of which shall be deemed an original but all of which together shall constitute one and the same instrument.

Section 14.6. Binding Effect. The provisions of this Contract shall be binding upon and inure to the benefit of the Parties and their respective successors and assigns; provided, however, that the Contractor may not assign any of its rights nor delegate any of its duties hereunder without the EAA's prior written consent.

Section 14.7. Validity. The invalidity of any provision or provisions of this Contract shall not affect any other provision of this Contract, which shall remain in full force and effect, nor shall the invalidity of a portion of any provision of this Contract affect the balance of such provision.

Section 14.8. Non-Waiver of Immunity. Nothing in this Contract is intended as any waiver by the EAA of any immunity from suit to which it is entitled under Texas law.

Section 14.9. Survival. Termination of this Contract for breach shall not constitute a waiver of any rights or remedies available at law or in equity to a Party to redress such breach. All remedies, either under this Contract or at law or in equity or otherwise available to a Party, are cumulative and not alternative and may be exercised or pursued separately or collectively in any order, sequence or combination. In addition, to these provisions, applicable provisions of this Contract shall survive any termination of this Contract.

Section 14.10. Attachments. The Exhibits, schedules and/or other documents attached, referred to in this Contract, are incorporated in and made a part of this Contract for all purposes. As used herein, the expression "Contract" means the body of this Contract and such attachments, Exhibits, schedules and/or other documents attached, and the expressions "herein," "hereof," and "hereunder" and other words of similar import refer to this Contract and such exhibits, schedules and/or other documents as a whole and not to any particular part or subdivision thereof.

Section 14.11. Costs. If any legal action, or any other proceeding is brought by a Party for the enforcement of this Contract or because of an alleged breach or default of this Contract, the prevailing Party shall be entitled to recover reasonable costs incurred, including but not limited to, the attorney's fees arising from such action or proceeding in addition to any other relief to which the prevailing Party may be entitled.

Section 14.12. Authority to Contract. Each Party represents and warrants for the benefit of the other Party that: (1) it has the legal authority to enter into this Contract; (2) this Contract has been duly approved and executed; (3) no other authorizations or approvals are or will be necessary in order to approve this Contract and to enable that Party to enter into and comply with the terms and conditions of this Contract; (4) the person executing this Contract on behalf of each Party has the authority to bind that Party; and (5) the Party is empowered by law to execute any other agreement or documents and to give such other approvals, in writing or otherwise, as are or may hereafter be required to implement and comply with this Contract.

Section 14.13. Officers or Agents. No officer or agent of the Parties is authorized to waive or modify any provision of this Contract. No amendment to or rescission of this Contract may be made except by a written document signed by the Parties' authorized representatives.

Section 14.14. Texas Government Code Requirement. Pursuant to the provisions of Texas Government Code § 2270.002, the Contractor hereby certifies to the EAA that the Contractor, including its parent, subsidiary and affiliated companies, (1) does not boycott Israel, and (2) will not boycott Israel during the term of this Contract. The term "boycott Israel" means refusing to deal with, terminating business activities with, or otherwise taking any action that is intended to penalize, inflict economic harm on, or limit commercial relations specifically with Israel, or with a person or entity doing business in Israel or in an Israeli-controlled territory, but does not include an action made for ordinary business purposes. Failure to comply with this certification shall be considered a breach of this Contract by the Contractor.

Section 14.15. The EAA will provide the Contractor with a State Sales Tax Exempt Certificate.

Section 14.16. The Contractor warrants to EAA the scope of work furnished under the Contract will be of good quality and new materials. The Contractor warrants all craftsmanship and material for a period of three (3) years. The Contractor warrants all AV equipment to be equal to manufacturer's warranties. Extended manufacturer's warranties may be available directly from the manufacturer. Work not conforming to these specifications may be considered defective. The Contractor's warranty excludes remedy for damage or defect caused by abuse, alterations to the work not executed by the Contractor, improper or insufficient maintenance, improper operation, or normal wear and tear and normal usage.

IN WITNESS WHEREOF, this Contract is executed as of the day and date first written above, in Section 1.1.

EDWARDS AQUIFER AUTHORITY

EXHIBIT CONCEPTS, INC.

By: _____
Roland Ruiz
General Manager

By: _____
Kelli J. Glasser
President and CEO

ATTEST:

ATTEST:

By: _____
Jennifer Wong-Esparza
Assistant to the Board Secretary

By: _____
(Name) _____
(Title) _____

APPROVED AS TO FORM:

Darcy Alan Frownfelter
General Counsel
Edwards Aquifer Authority

EXHIBIT A

SCOPE OF WORK

The Contractor will conceptualize, develop, fabricate and install innovative, inclusive, imaginative and fiscally sustainable interactive exhibits, experiences and displays that inspire visitors to become water conscious in their communities that will be housed in a new the EAA Education Outreach Center (EOC). These experiences may include:

1. A flexible theater for a 3D Cave theater.
2. Specimen aquarium(s) and back of building support for endangered species.
3. Storage for supplies and equipment for demonstrations and programs.
4. Flexible space for a classroom to participate in a presentation.
5. A sound system to accompany films, create ambient sounds in the building and to use for presentations.
6. Input and counsel on additional EOC-related initiatives performed by EAA staff and/or its contractors with the goal of aligning and complementing the various initiatives of the Education Outreach Experience. These initiatives may include Exhibit elements on a Wrap Around Porch and Exhibit Wayfinding.

The Contractor's Workflow Process will include:

Design and Planning:

1. Review the EAA's concept and goals for the permanent exhibition and establish the full scope of the project.
2. Draft, prepare and submit an EOC work plan, timeline and deliverables for EAA review and approval.
3. Coordinate with EAA staff or designated consultant on the overall look and branding of exhibits, to complement and align with the overall exterior walls and interior design.
4. Coordinate the integration of scripts and content into the exhibit design. In the development of the graphic panels the contractor will provide a layout for the hierarchy of information, along with suggestive word count locations. The final script and image acquisition for the graphic panels to be provided by the EAA. The final script for any media presentations will be developed by the Contractor with imagery and initial context provided by the EAA.
5. Develop the conceptual visual design for EAA review and approval.
6. Prepare and submit a budget for design, development, and installation of the exhibit, including expenses.
7. Prepare 100% Design Documents that illustrate the key components of the exhibit, how these components are integrated with one another, and how the exhibit will be configured.
8. Prepare the preliminary and final graphic design concepts.
9. Schedule weekly (and/or biweekly) updates to provide status on the progress of work, to problem solve issues and discuss project progress.
10. Collaborate with EAA staff and key stakeholders on the final selection of materials, objects, documents, photographs, and media (audio & video).
11. Develop AV Integration Schematic Plan and Equipment Specifications.

12. Identify exhibits that require prototyping and sampling and mutually coordinate their development and testing.
13. Prepare a fabrication and delivery schedule for prototyping and final exhibit components.
14. Consult with EAA on requirements and selection process for lighting system, flooring, and other relevant building infrastructure required for the successful installation of the exhibits. The actual procurement and installation of building and electrical items such as walls, ceiling structures, electrical distribution and outlets, final flooring, and overhead lighting components will be provided by the GC.

Fabrication and Installation:

1. In cooperation with the EAA, manage all fabrication and installation for the project scope of work.
2. Coordinate with EAA and their GC for all building modifications and building prep work prior to exhibit installation.
3. Provide bi-weekly report on progress to EAA staff, attend all meetings, prepare and coordinate reviews and approvals.
4. Finalize a projected fabrication and installation schedule.
5. Produce all exhibit elements from new material and adhere to museum quality production standards. The contractor will provide and install all AV equipment, electrical items within the exhibits, all scenic and exhibit fixtures along with all graphic elements.
6. Supervise production and installation of the exhibit according to the project timeline.
7. Provide all necessary maintenance documentation. Produce detailed documentation and perform training for EAA staff on all exhibit maintenance necessary for the successful upkeep of the exhibition.
8. Manage all deliveries, crating and uncrating of the exhibits at the site.
9. Ensure a clean site upon completion and handover. Dispose of any refuse.

**EXHIBIT B
TASK BUDGET**

ECI Edwards Aquifer Authority Education Outreach Center Exhibits				
#	#	Qty		
			Design Phase	
			Pre-Design, Content Matrix	\$15,000
			Concept Design	\$20,000
			Design Development (75%)	\$30,000
			Final Exhibit Design (100%)	\$20,000
			Audio Visual - Media Narrative	\$5,000
			Audio Visual - Final Specifications	\$5,000
			Lighting Design	\$2,500
			Exhibit Script Writing	By Owner
			Project Management	\$10,000
			Travel Cost	\$2,500
			Total Final Design	\$110,000
			Pre-Production Phase	
			Construction Documentation	\$25,000
			Space Prep Drawings	\$7,500
			Project Management	\$10,000
			Travel Cost	\$2,500
			Total Pre-Production Phase	\$45,000
			Production Phase	
			Production and Installation	
			Final Digital Artwork	\$40,000
101			Conserve - Exhibit Elements	\$150,000
201			3D Cave Theater	\$150,000
202			Sound System	\$50,000
203			Media Development	\$50,000
301			Understand - Exhibit Elements (Wrap around Porch)	Phased Later
401			Protect - Exhibit Elements (Wayfinding)	Phased Later
			GENERAL COSTS	
			Shipping / Delivery	\$15,000
			Exhibit Installation	\$55,000
			Audio Visual Integration/Installation	\$30,000
			Final Lighting Placement	\$2,500
			Project Management	\$32,500
			Travel Costs for Installation Team	\$40,000
			Performance Bond ~ 2%	\$15,000

			Total Production Phase	\$630,000	
			Total Project Cost Exhibit Concepts' Scope	\$785,000	
			Track lighting and fixtures purchase or installation	By Owner	
			Flooring finishes/carpet purchase or installation	By Owner	
			Install fire sprinkler and alarm systems purchase or installation	By Owner	
			Electrical power drops, electrical boxes and power supplies	By Owner	
			No taxes are included		
			No permits are included		

EXHIBIT C
PROJECT SCHEDULE

Attached as a Separate Document

Project Schedule			Edwards Aquifer Authority - Education Outreach Center																			Tue 8/4/20	
ID	TTM	Task Name	Start	Finish	Qtr 3, 2020			Qtr 4, 2020			Qtr 1, 2021			Qtr 2, 2021			Qtr 3, 2021			Qtr 4, 2021			
					Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov		
1																							
2		Overall Project Duration	Mon 7/20/20	Fri 11/5/21																			
3		Design/Build Proposal	Mon 7/20/20	Fri 7/24/20																			
4		Contract Development	Tue 7/21/20	Fri 8/7/20																			
5		EAA Board Review	Tue 8/11/20	Tue 8/11/20																			
6		Contract Date, Initial Invoice	Fri 8/14/20	Fri 8/14/20																			
7		Building Turnover by GC for Interior Development	Tue 9/1/20	Tue 9/1/20																			
8		Site Visit, Record Field Conditions	Tue 9/8/20	Thu 9/10/20																			
9		Coordinate w/GC- MEP/Data/Finishes	Tue 9/1/20	Thu 12/31/20																			
10																							
11																							
12																							
13																							
14		Design Phase	Mon 8/17/20	Fri 2/26/21																			
15		Pre-Design, Content Matrix, Examples w/Budgets	Mon 8/17/20	Fri 9/11/20																			
16		Client Review, Comment	Fri 9/11/20	Fri 9/18/20																			
17		Concept Design	Mon 9/21/20	Fri 10/16/20																			
18		Client Review, Comment, Approval	Fri 10/16/20	Fri 10/23/20																			
19		Design Development, Graphic Hierarchy	Mon 10/26/20	Fri 12/4/20																			
20		Client Review, Comment, Approval	Fri 12/4/20	Fri 12/11/20																			
21		Identify, Fast Track Early Exhibit Elements	Mon 11/9/20	Fri 12/11/20																			
22		Client Review, Comment, Approval	Fri 12/11/20	Wed 12/23/20																			
23		Final Design, Graphic Specifics, Control Drawings	Mon 12/21/20	Fri 1/29/21																			
24		Client Review, Comment, Approval	Fri 1/29/21	Fri 2/5/21																			
25		Revisions, Final Design	Mon 2/8/21	Fri 2/19/21																			
26		Final Design Report and Approved by Owner	Fri 2/26/21	Fri 2/26/21																			
27																							
28																							
29																							
30																							
31		Graphic Content Development	Mon 11/23/20	Fri 6/25/21																			
32		Develop Fast Track Graphic Script, Artwork	Mon 11/23/20	Wed 12/23/20																			
33		Layout, Approval, Create PRA, Rounds of Fast Track Graphics	Mon 12/14/20	Fri 1/8/21																			
34		Script Writing, Photo Acquisition, Artwork Development	Mon 11/23/20	Fri 3/12/21																			
35		Graphic Templates Available	Mon 1/4/21	Fri 3/12/21																			
36		Graphic Layout	Mon 2/8/21	Fri 5/28/21																			
37		PRA Submittal and Approval (Hard Date)	Mon 3/29/21	Fri 6/25/21																			
38																							
39																							
40																							
41																							

EXHIBIT D
EAA INTERPRETATIVE PLAN

Attached as a Separate Document



Education Outreach Center

Interpretive Master Plan

2019 - 2025



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Summary

Interpretation is a communication strategy that is specifically designed to meaningfully engage visitors in exploration, investigation and learning through first-hand involvement with an object, a landscape, a natural feature, or a site. Interpretation helps people to connect intellectually, emotionally, or spiritually with concepts and ideas, and beliefs and values of a time and place.

The EAA Education Outreach Center Interpretive Master Plan is guided by the mission and vision of the EAA. The Plan includes an outreach and communication mission that supports the overall EAA mission and EOC goals, objectives, outcomes, and recommendations for implementation and staffing in phased increments. The Plan identifies collaborative opportunities and ties to community initiatives to assist in the alignment of regional resources and support the success of the EOC as a physical location to educate constituents about water management and the conservation of the Edwards Aquifer.

The development of the Plan was led by the EAA STEM Educator and consultants who conducted meetings and work sessions with key stakeholders including MW Camp staff, the EAA EOC project team, and EAA scientists to gather information and research, and to develop ideas and themes. This groundwork was followed by constituent surveys, online engagement events and phone interviews to gather input and feedback. The resulting interpretive planning tools include target audience profiles, interpretive themes/messages, potential partnerships, program ideas and aspirational behavioral changes by regional constituents.

CONSIDERING COVID-19

In the early part of 2020 the worldwide pandemic, known as COVID-19, affected and changed all aspects of what we then knew as normal life. The urgency and unprecedented measures to understand the virus, its incubation, prevention of exposure and spread, and the impact to public spaces, particularly interactive spaces, challenges previous standards and assumptions in interpretive exhibit design. The development and implementation of exhibits and programs for the EAA EOC must consider and evolve with guidelines and best practices to ensure the public has the trust and confidence to participate.



Introduction

The Edwards Aquifer is one of the most abundant artesian aquifers in the world. It supplies water to over two million people and thousands of farmers in the region. Spread underneath the land of South-Central Texas, the Edwards Aquifer charges the seven largest springs in the state and several major rivers. Compared to other aquifers, the Edwards' karst limestone allows for greater recharge and sustainability than any aquifer in the region. The sweet, clear artesian spring water that comes from the Edwards is some of the best-tasting water anywhere. It is a miracle of our natural world.

Edwards Aquifer serves as the main water supply for more than two million south central Texans. The Texas Legislature reacted to the decision by creating the EAA as the regulatory agency overseeing groundwater in the Edwards Aquifer. Pumping limits were written into the law designating the conservation and reclamation district, a first for Texas.

The Edwards Aquifer Authority (EAA) was created by the Texas Legislature in 1993. A ruling earlier that year ordered the U.S. Fish & Wildlife Service to set minimum spring flow standards for Comal and San Marcos springs, the two largest springs in the southwestern United States. Endangered species that relied on those springs for their survival must be protected as the Edwards Aquifer serves as the main water supply for more than two million south central Texans.

The EAA is a steward for the Aquifer. Without oversight and management, the water supply cannot be protected. Monitoring the Edwards Aquifer is a tool for capturing data critical to measuring the effectiveness of managing, enhancing and protecting the aquifer. Monitoring and research together help with long-term planning and policy decisions that affect industry, municipalities, groundwater permitting, and environmental and recreational users.





About the EAA

EAA Mission

Manage, Enhance and Protect the Edwards Aquifer System.

Core Values

Respect: regard another or to be regarded with deference, esteem, and dignity. We respect all our stakeholders, external and internal customers, treating them the way we would want to be treated, recognizing that actions express values.

Collaboration: working together and communicating to ensure information is shared equally throughout the organization and the community we serve.

Integrity: adherence to a code or standard of values. Integrity is what we do, what we say, and what we say we do.

Stewardship: through our core value of stewardship, the EAA manages, enhances, protects, and studies the Edwards Aquifer system to ensure the long-term sustainability of the resource for our communities and the environment.

Professionalism: having an interest in and a desire to do a job well, showing competence, skill, and a positive attitude towards both the profession and the workplace.

Science: the fundamental tool used to understand the natural systems of the Edwards Aquifer and is the cornerstone in all our efforts. Sound scientific principles and practices provide a foundation for





Visitors learn how limestone is formed.

Background of the EAA Education Program & the Education Outreach Center

The EAA Education Program began with the printing of a Teacher’s Guide: Water, Water Conservation and the Edwards Aquifer in 1981. Since then, the EAA Education Program has been in classrooms across the region. Whether it is through lesson plans, curriculum, classroom presentations or costumed characters, the EAA has been an integral part of the water story in South-Central Texas for over 30 years.

Interpretive Goals and Objectives

The Interpretive Plan was developed to support the EAA mission and core values and the outreach and communications mission of the EOC. The plan outline identifies goals and objectives, themes for development, target audience opportunities, program goals and strategies, and an evaluation outline to strengthen the outreach and communication mission.

Audience research, administrative and staff leadership, community engagement events and constituent surveys have reinforced the development of the following interpretive goals and objectives.

GOAL 1: Create a unique identity for the EAA and its role in water management through the education outreach and communications program.

Objectives:

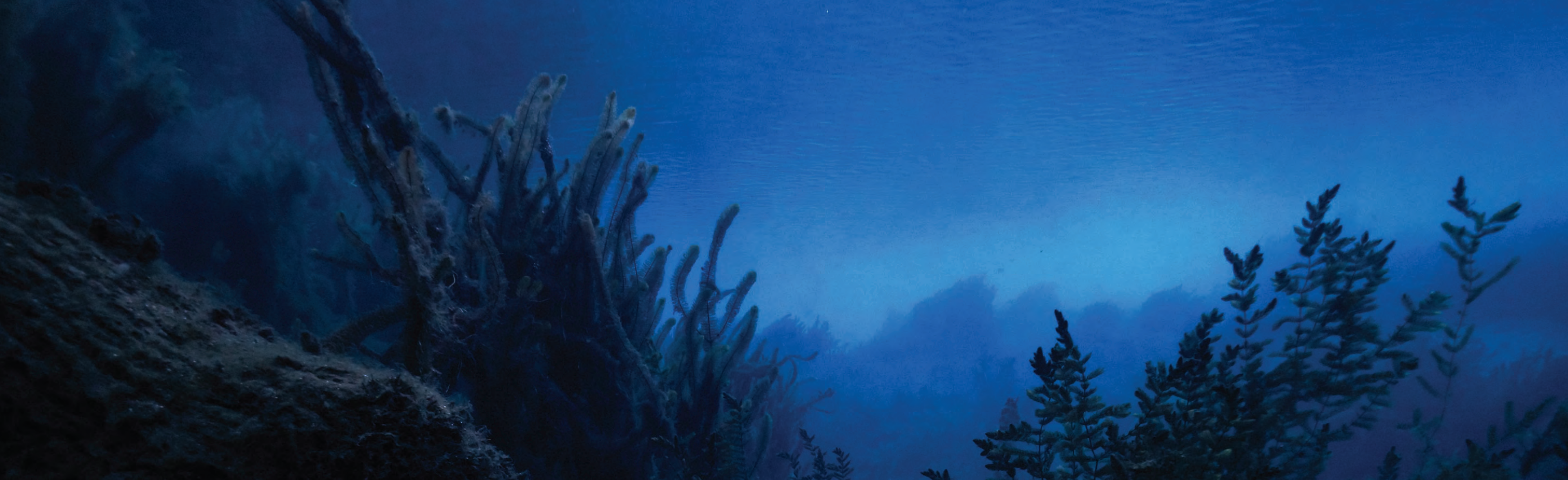
- Communicate the critical importance of water in the community and the role of the EAA in promoting conservation
- Communicate, using a variety of media and live interactions, the critical importance of water in the community and what the EAA role is in connecting community to and through water (Stewardship)
- Share events, educational activities, and field research on social media and other media avenues to communicate the responsibility and role of stewardship and to elevate the profile of the EAA EOC
- Develop a presence in surrounding communities and educational events by offering a pop-up experience to draw attention and pitch the EOC as a premiere recreation/Aquifer education destination in cooperation with MW Camp, as appropriate



Microscopes give a up close view of freshwater microinvertebrates.



Children listen to the story of the Edwards Aquifer.



- Use branded swag including tokens, badges, and coins to reinforce brand recognition and educational messaging about the Edwards Aquifer and MW Camp through an app, programs and activities (offer options at the MW Camp Store)
- Create a media tool kit for the EAA Education Outreach Center
- Create a media plan for the Education Outreach Center (digital advertising and print, digital media, social media, outdoors, and transit benches and buses) Develop the media plan in cooperation with MW Camp as appropriate
- Develop messaging, content and a presence in media for specific target audiences (such as Alamo City Mom Blogs, home-schooled, and other non-traditional family and special needs audiences)
- Use in-house technology as a part of the plan to position the EAA as the coordinating entity for water education in the region including American Sign Language (ASL), closed captioning, and Spanish
- Develop exhibits, and inside and outdoor experiences for the EOC that deliver key messages on managing, enhancing, conserving and protecting the Edwards Aquifer resource
- Develop exhibit and experience content that reinforces EAA mission and key messaging
- Create pre- and post-visit materials for each educational program and workshop, making them as accessible as possible (American Sign Language, closed captioning, and Spanish, posting online etc.)
- Integrate information and delivery systems with MW Camp programming
- Create programs that encourage local and regional participation
- Create EAA focused presentation(s) targeted towards regional Home School populations for on-site day and multi-day trips
- Develop a comprehensive evaluation plan and consistently implement the plan for all activities and programs of the EOC and its cooperative programs with the MW Camp to facilitate planning and budgeting, educational, and outreach and communications goals
- Develop experiences and curriculum in cooperation with MW Camp, as appropriate

GOAL 2: Effect innovative, accessible experiences for EAA programs and activities.

Objectives:

- Develop and provide outreach activities aligned with the mission of the EAA within and outside the immediate region. Integrate information and delivery systems with MW Camp programming
- Use technology to position the EAA as the coordinating entity for accessible water education in the region including American Sign Language (ASL), closed captioning, and Spanish
- Develop, offer and circulate relevant orientation and content videos on what to expect regarding water management, conservation and preservation experiences and activities that build personal confidence, highlight content connections, develop character and foster community resource stewardship
- Develop broadly focused, content driven, hands-on, staffed and un-staffed presentations and workshops for implementation on-site at the EOC or MW Camp facilities and off-site around the region
- Recruit, train and evaluate university students and volunteers with an interest in science, community planning, resource management, teaching, technology and other related fields (Ambassador program)
- Work with universities to incorporate field experiences and programs for university students into the EOC offerings

GOAL 3: Education outreach center programs and activities position the EAA as the coordinating entity for water education in the region.

Objectives:

- Develop and provide outreach activities aligned with the mission of the EAA within and outside the immediate region
 - Integrate information and delivery systems with MW Camp programming
 - Use technology to position the EAA as the coordinating entity for accessible water education in the region
 - Develop broadly focused, content driven, hands-on, staffed and un-staffed presentations and workshops for implementation on-site at the EOC or MW Camp facilities and off-site around the region
 - Recruit, train and evaluate university students and volunteers with an interest in science, community planning, resource management, teaching, technology and other related fields (Ambassador program)
 - Work with universities to incorporate field experiences and programs for university students into the EOC offerings
 - Develop a comprehensive evaluation plan and consistently implement the plan for all activities and programs of the EOC and its cooperative programs with the MW Camp to facilitate planning and budgeting, educational, and outreach and communications goals
- The following objectives are the same as in Goal 2:
- Develop, offer and circulate relevant orientation and content videos on what to expect regarding water management, conservation and preservation experiences and activities that build personal confidence, highlight content connections, develop character and foster community resource stewardship



Stakeholder Groups & Target Audience Profiles

Community Engagement is an essential characteristic of the ongoing interpretive program process. To inform this Plan, the EAA STEM Educator and consultants identified and engaged key stakeholder groups, then gathered and analyzed the collected information and ideas to develop concepts and provide feedback for direction and planning. The input portion of the process included two online constituent surveys and three online events. Participants included teachers, business representatives, informal education institutions, members of the community, and EAA Board members. The input was critical to identifying themes and messages.

- Over 60% of community participants identify science, nature and outdoor activities with hands-on components as their top desire for the EOC
- Participants articulated a strong preference for outdoor parks and trails near, or in association with, water features for ecology-themed outings
- Over 70% of participants feel a personal commitment to water conservation through lifestyle choices at home (e.g., full laundry and dishwasher loads, shorter showers, maintenance of leaky toilets)
- Over 60% of the participants want to know more about the three zones of the Edwards Aquifer, more about watersheds, and about contaminants in the water
- Approximately 70% of the participants indicated that they feel endangered species are indicators of the health of the aquifer and are part of the ecosystem

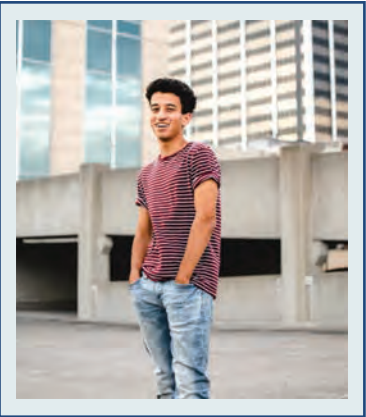
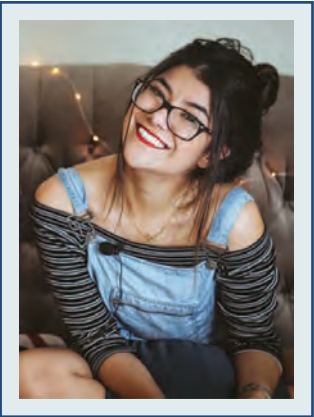
To keep ahead of the changing landscape and long-term environmental conditions, the EAA should plan for ongoing community engagement as a regular part of its interpretive and public program.

Target Audience Characteristics

The target audience characteristics were developed using information from previous EAA program participants, Morgan’s Wonderland audience characteristics, and projected MW Camp audiences. The profiles are to assist in planning for participants likely to engage with the EOC exhibits and programs.

TEACHER ~ “Andie”

- Female
- 25-35 years of age
- Middle class background
- Stressed out
- Working in New Braunfels, San Marcos, D’Hanis, Medina, Uvalde or San Antonio
- Teaches social studies and science
- Might be bilingual
- Computer and social media savvy



STUDENTS ~ “Marie and Hector”

- Phase 1 implementation-4th – 8th grade
- Hands-on and visual learning with tactile experiences are preferred experiences
- Not good listeners
- YouTube, Snapchat, Instagram, TikTok savvy
- Jaded, too cool for group experiences
- From Title I schools, with mixed school population
- Smart phone access
- Might be bilingual



SOUTH TEXAS FAMILY ~ “Johnson Morales Family”

- Diverse cultural heritage
- Comfortable as a part of a diverse population
- Middle class to affluent
- Toddler to high age
- May be a blended family that includes multi-generations
- Religious association to ecumenical views
- Some college to college educated parents
- Looks for low-cost activities, or scholarships for activities

Interpretive Themes / Messages

Themes identify and organize the most important stories and messages. Interpretation must accomplish the following goals: relate to the experiences of the visitor, reveal as well as inform, provoke and instruct, and address the whole, and not just a part of the story. The following are the key themes and messages identified by constituents, EAA staff and consultants.

UNDERSTAND ~ MANAGE

Understand the dynamic, prolific, and vulnerable nature behind our regional underground water source, the Edwards Aquifer. Explain the story of water using examples from our regional underground water source to illustrate the story.

- Water Cycle: a closed and finite system from rain to drain (Hydrologic System)
- Weather: climate affects the aquifer and environment over time
- Introduce watershed (habitat, aquatic, terrestrial) and explain how watershed protection is tied to land use which is tied to water use (closed system)



FAMILY SCOUTS, MW CAMP SOCIALSERVICE PARTNERS ~ “MW Campers”

- 3rd to 8th grade target with adults (can be family or caregivers/ chaperones)
- Variety of social, cognitive, emotional and physical disabilities

- Introduce the Edwards Aquifer - a unique Karst aquifer system - and what that means for water quantity and quality.

- Introduce the zones of the Edwards Aquifer and their functions: Contributing Zone (drainage/ groundwater story), Recharge Zone, Artesian Zone

- The Edwards Aquifer is a part of a chain of regional water systems
- We are all connected; water goes into the ground and discharges as spring flow in San Marcos and Comal, the largest springs systems in Texas
- Visual size of aquifer: Provide a visual of how large it is, in relation to other bodies of water or geographical points of interest

- Introduce the threatened and endangered species that live in the aquifer ecosystems

- Indicator/Sentinel species, and keys to sustainability

- As new technology, methodology and data become available, our understanding evolves

- The health of the aquifer species, as well as the quantity and quality of the water, are dependent on stakeholder (agricultural, municipal, recreational) knowledge and action

IDEAS TO EXPLORE:

- Establish baseline knowledge and understanding of the aquifer as part of a system
- Focus on the way the Edwards Aquifer system functions
- Explain the three zones of the Edwards Aquifer and how they are connected to surface water
- Illustrate the flow of rainwater into the contributing zone, recharge zone and then out of the artesian zone.

- Represent the Edwards Aquifer’s unique karst limestone using actual exposed limestone

Exhibit idea:

- Introduce EAA endangered species on the wraparound porch of the building using graphics that attract and excite visitors to explore the exhibits

CONSERVE ~ A COMPONENT OF ENHANCEMENT

Make informed daily choices to help conserve the Edwards Aquifer ecosystem

- Protect water quantity and quality for present and future generations

- Conservation and management are long-term endeavors

- My behavior matters: my daily water use choices impact aquifer health

Home --

- On average each person uses 100 gallons of water per day. Most of the water people use is for their lawns in the summer and this collectively has an impact on the Aquifer

- For lawns: sprinklers with timers, consider native and drought tolerant plantings, Xeriscape style gardening

- Tooth brushing (turn off the water), showers (less than 5 min)

- Drip Detective: find and fix leaks around homes

Away --

- Land use and management is a major component of the Aquifer health

- Conservation Management and best practices for landowners

- Spring flow indicates the health and wellness of the Aquifer

- Endangered Species are the indicator species of aquifer health

- Invasive plants and animals are devastating to the environment

- Removing invasive non-native plants (e.g. Chinaberry Tree) and animals (e.g. Fire Ants) from the land is important because of shade, toxicity, and water demand

IDEAS TO EXPLORE:

What actions can I take to help save water? (Appendix 20)

- Include conservation measures such as xeriscaping and gardening practices that the visitor can use at home, including berm and swale and demonstration areas/plots
- Explore the latest science and techniques for homeowners and well owners



EXHIBIT IDEAS:

- Display the amount of water that is being used or conserved utilizing the best management practices
- High touch-low tech exhibit idea: create an interactive watershed map/diorama that shows people living in various situations over the aquifer. Visitors will interact with STEAM-based levers and gears to illustrate conservation and protection. For example, various interactive elements can illustrate water quality and quantity learning points:
 - An actual sink handle that is turned to show the effects of turning off water while brushing your teeth – action needs to have an effect that is visible to the user.
 - Pulling a paint can opener dumps paint into a water main – and the impact is immediately shown to the user.

PROTECT - THE EDWARDS AQUIFER SYSTEM

- Water quality is just as important as water quantity: the aquifer needs protection from contamination.
 - Water quality depends on water quantity
 - Conserving and protecting water is a long-term lifestyle
 - The Edwards Aquifer is dynamic; it responds to recharge and withdrawal faster than other aquifers (e.g., funnel/leaking bucket analogy)
 - We can save water and keep water clean with our daily choices





- Our aquifer has limited ability to clean the water coming into it (contributing/recharge zones)
- It is important to make sure the water going into the Aquifer is as clean as possible
- What you put on the land affects water everywhere: all water is inter-connected. Prevention of contamination is important — advocate for aquifer health by acting responsibly:

- No dumping of oil or chemicals in storm drains, only rainwater down the storm drain
- Keep litter out of the storm drains
- Practice proper use of yard and home chemicals
- Pick up dog waste and don't allow it to contaminate storm drains
- Limit impervious cover
- Wash cars in designated places and be conscious of drainage/runoff
- Don't dump aquarium fish and animals/invasive species into the environment
- Maintain septic systems in good condition

IDEAS TO EXPLORE

- What actions can I avoid or engage in to help keep the aquifer safe?
- Include point source and non-point source pollution best practices (dumping motor oil or paint, failing to pick up dog poop, improperly using yard or bug chemicals)
- Demonstrate various types of aquifers, showing how the Edwards is unique in having no sand or filtration layers emphasizing urgency for protection



EXHIBIT IDEA:

- Walking meditation trail with signs to encourage visitors to use their senses to explore the environment and can include small, permanently installed pollution education opportunities (e.g., a spilled bottle of oil)

Aspirational Behavioral Changes - Take Away Messages

- My actions matter
- I believe my actions and behavior matter; I will choose wisely
- I will strive to build connections, act with confidence, develop character, and foster community through my behavior and actions

EXHIBIT ELEMENTS AND EDUCATIONAL RESOURCES

Based on the success and demand of previously implemented programs, the EAA has determined that the EOC must include the following:

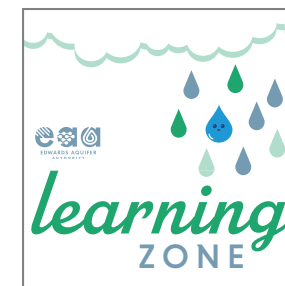
- 3-D Cave theater for 10 – 50 people (reassess based on COVID-19)
- Live specimen aquarium(s) and back of house support for endangered species
- Storage for supplies and equipment for demonstrations and programs
- Flexible classroom for presentations (reassess based on COVID-19)
- Sound system for films, presentations, and ambient sounds
- Flexible work/office space for one full-time and one part-time staff person
- All-access restrooms
- Ultra Accessible™ accommodations for programs and experiences (Appendix 12)

Since 1996 EAA education activities have focused on outreach to schools and at community events. Educators developed curriculum units and guides for both lower-elementary, upper elementary and middle school students, as well as a high school curriculum. The materials span the subject areas of biology, ecology, hydrology, art, social studies, and language arts. All STEM and education materials and activities are correlated to the mandated Texas Essential Knowledge and Skills (TEKS). The learning experiences that tie into the TEKS continue to be an EAA education priority. The itemized TEKS correlations for each EAA activity support leadership in the water education field (see details in Appendix 10)



Curriculum Resources

Over the years EAA has developed portable exhibits, demonstrations, classroom games and toolkits such as an EAA Lotería (Mexican BINGO). Downloadable resources for formal and informal learning include worksheets and hands-on activities that are available on the EAA website through the EAA website education portal, Learning Zone. The portal is designed for quick informal content experiences and hosts downloadable hands-on activities, simple science-based activities, content videos, high-resolution slideshows, and other multi-media resources.



All curriculum resources are tied to the TEKS guidelines.

The Learning Zone was developed in concert with the planning for the EOC and offers the opportunity to build online and on-demand learning through the portal. The audiences for the online resources include parents, teachers, students, and interested adults. The COVID-19 pandemic accelerated the opportunity to develop, test and evaluate these online offerings prior to the EOC opening.

Some existing resources are being revised to align with goals and objectives. One example is the interdisciplinary Aquifer Agents program, a Project Based Learning unit (PBL), that allows the EAA to combine and repackage existing units in math, science, language, and visual arts. By completing this unit, students are given a chance to apply real-world learning in a student-centered experience (Appendix 9).

Strengths, Weaknesses, Opportunities & Threats Analysis

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. A SWOT Analysis is a technique for assessing these four aspects of a business or program. The EAA EOC SWOT Analysis should be used to make the most of the team’s skills and experiences. The EOC team can add skill sets, training and operational procedures to ensure success and reduce the chances of failure by understanding what the team is lacking and eliminating hazards that can catch the team unaware.

Strengths

- Leadership and staff resources for collaboration
- Existing and proven curriculum resources
- Access to staff scientists
- Education staff willing to try new ideas and programming
- Site near/ on EA recharge zone
- Customizable building
- Cordial working relationship with MW Camp

Weaknesses

- Communication among the team and EAA staff
- Small program/ education staff
- Project team with limited project planning experience
- Limited experience with exhibit concept development
- Lack of communication and cooperative planning with MW Camp staff
- EAA staff has little experience with special needs populations

Opportunities

- Staff development and mentoring
- Planning and developing a new facility and programming
- Exhibits tailored for the site and facility
- Rich opportunities for collaborative partnerships
- New ways to involve science/research staff
- New ways to incorporate data collection
- Creative program development and delivery to position EAA as a regional resource
- Co-branding, resource-sharing with MW Camp
- Logistical and operational integration with MW Camp
- New paradigm for operations and delivering programming on and off-site

Threats

- No track record for EAA site-specific exhibits and programming
- Previously promised, non-negotiable exhibit elements
- Weak interdepartmental communication and coordination
- Lack of communication, planning, coordination and integration with MW Camp
- Timeline for implementation/opening is truncated
- Pressure to identify final product, costs without enough planning time
- Lack of comprehensive and coordinated marketing, social media and public relations plan
- Evolving landscape due to changes resulting from COVID-19

Considerations for Exhibits & Activities Responding to COVID-19

As of May 2020, the following guidelines were developed in coordination with expert epidemiologists and are being circulated to assist in planning to protect facility guests and staff members from potential exposure to COVID-19.

- Institute timed tickets (even for free admission) or other means of enforcing limits on the number of people in the facility at any one time.
- Make all doors (interior and exterior) hands-free entry and exit
- Decide to require visitors and staff to wear masks. Have a stock of free masks to be distributed, as needed, to visitors lacking their own
- Install hand sanitizer stations at frequent intervals
- Consider how to best accommodate keeping backpack, lunch and coat storage and social distancing
- Create signage about appropriate distancing and sanitation behavior. Some of that signage might establish one-way flow through the building/ exhibits, to facilitate distancing.
- Consider creating six-foot grids on the floor, to provide visual cues for spacing.
- Place limits on the number of people in any one area
- Consider how to implement hands-free interactives and experiences
- Develop audio/visual/ tactile guides that can be accessed via Smartphones
- Any tables and seats will need to be appropriately distanced
- Shift cleaning and sanitation from an after-hours chore to something conducted in a highly visible and reassuring manner throughout the day

CDC recommendations for cleaning and disinfecting facilities:

<https://www.cdc.gov/coronavirus/2019-ncov/community/disinfecting-building-facility-H.pdf>



Ongoing Evaluation

Evaluation plays a critical role in the development of interpretive elements and programs. In addition to gauging the impact of existing services, evaluation is a part of every step of the process. Consistent and strategic evaluation shapes projects and programs and assists in resource management for successful outcomes. There are specific stages of evaluation in the development of a project: front end, formative and summative.

FRONT END EVALUATION occurs before development even begins. The process aims to discover what potential audiences actually know, and what they would like to know more about. (Initial Planning)

FORMATIVE EVALUATION occurs during development. Potential audience members provide feedback on program and service prototypes, mockups, and test runs. The results of formative evaluation are used to revise and fine tune the final product. (Beta Testing)

SUMMATIVE EVALUATION occurs after the exhibits, programs or services are in place. The goal is to identify elements that work and those that need improvement. (Remedial and Ongoing)

From the beginning the EOC project team gathered Front End Evaluation information on demographics and content information on existing audiences and what they want to know more about. The project team has strongly aligned the EOC Interpretive Plan with the EAA’s mission and core values.

Through the thorough Formative Evaluation phase, the outreach and communications goals and objectives, interpretive themes/messaging, content ideas, potential collaborative relationships, alignment of curriculum resources, and the Interpretive Plan were developed. The EOC project team continues to be active and transparent and will engage constituents as it cultivates partnerships, develops ideas into physical and virtual exhibits, and conducts beta tests and dry runs and the facility becomes operational. Some examples of the expected elements for formative evaluation are:

- Booking and reservation plan
- MW Camp/ EOC integrated experience menu, logistics and walk-through
- Integrated experience and food menu pricing and logistics
- Overall indoor exhibits and outdoor experience
- Experiences for people and families not coming together in groups
- Effective communication of the content messaging and aspirational behavioral changes

Summative Evaluation is an ongoing commitment and is expected to be incorporated into annual planning and budgeting. To be effective the EOC team should:

- Develop tools and protocols for ongoing data collection and analysis
- Measure experiences and outcomes against the goals matrix
- Incorporate an annual review of evaluation results and analysis and incorporate results into goals planning
- Prioritize and budget for operational and programmatic changes
- Make appropriate changes to overall planning and implementation based on evaluation data (qualitative and quantitative)

Phased Implementation & Staffing

The MW Camp and the EOC are both new learning attractions. Resource allocation and staffing are based on programming goals and operational projections. Using the Interpretive Plan as the guide, programming and staffing will be implemented in phases using a combination of full and part-time staff, and consultants to augment staff skill sets.

PHASE 1 2019-2020

Milestones

- Development and approval of an Interpretive Plan for the EAA EOC
- Research and establish baseline data for ongoing resource planning and staffing
- Engage exhibit development firm and design, fabricate and install exhibits
- Develop, beta-test and adjust exhibits and programs for public opening
- Open the EOC (soft opening)
- Develop and implement the regional marketing and media plan for the EOC
- Projected Staffing
- One full-time, on-site project coordinator/educator
- One to two part-time staff to deliver programs and staff after hours and weekend programs and activities
- Contract consultants to assist with data collection and analysis, program development and summative evaluation plan

PHASE 2 2021-2023

Milestones

- Open the EOC to the public (2021)
- Develop co-branded curriculum, programming and experiences for the EOC with MW Camp
- Implement a comprehensive and ongoing evaluation plan
- Expand regional awareness of the EOC
- Add high school curriculum and university course work to regular program menu
- Develop and implement university intern and volunteer programs to support EOC programs
- Projected Staffing
- One full-time, on-site project coordinator/educator
- Two part-time or one full-time staff to deliver programs, manage intern and volunteer programs, and staff after-hours and weekend programs and activities

PHASE 3 2024-2025

Milestones

- Undertake a comprehensive evaluation of the implementation of the Interpretive Plan
- Update the Interpretive Plan
- Assess and prioritize changes and updates to exhibits, experiences and programs
- Evaluate the EAA EOC relationship with MW Camp and programming and adjust as needed
- Projected Staffing
- One full-time, on-site project coordinator/ educator
- Two part-time or one full-time staff to deliver programs, manage intern and volunteer programs, and staff after-hours and weekend programs and activities
- Outside consultant to conduct assessments and facilitate Interpretive Plan revision

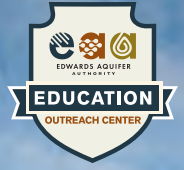
Conclusion

The Edwards Aquifer Authority Education Outreach Center is a bold and exciting departure from the traditional classroom outreach previously offered by the EAA. The Interpretive Plan articulates the EOC communications and outreach goals and serves as a touchstone and guide for the development of exhibits, programs and collaborations. The new informal learning initiative, physical destination, and online portal provide opportunities to directly engage the public with the EAA mission. Access to science staff and real time data create a dynamic learning environment on the Recharge Zone of the Edwards Aquifer. While other local and regional institutions can develop exhibits and activities to interpret the Edwards Aquifer, the EAA is the only site-specific field opportunity offered to the public. Additionally, the strategic relationship with Morgan’s Wonderland Camp adds to the EOC visitor experience by offering its menu of Ultra Accessible™ experiences and resident camp facilities.

Appendix

Access the full folder [here](#); each item below is also a live link directly to the individual file:

- [1. Project Team](#)
[2. Implementation Timeline](#)
[3. Glossary](#)
[4. Goals and Objectives Worksheets](#)
[5. Program Demographics \(2018\)](#)
[6. Feedback Survey](#)
[7. Online Engagement Event PowerPoint](#)
[8. Online Engagement Analysis Memo](#)
[9. Curriculum Resources](#)
[10. TEKS Correlations](#)
- [11. Site Visit Notes](#)
[12. Neurodiversity in Museums PowerPoint](#)
[13. EOC Boilerplate Language](#)
[14. EOC/ MW Camp Operational Integration Notes](#)
[15. Frequently Asked Questions \(Draft\)](#)
[16. Student Group Visit Outline](#)
[17. EOC Online Learning Portals – Learning Zone](#)
[18. Lotería Game Update](#)
[19. Revised 3-D Cave Script](#)
[20. 100+ Home Conservation Activities](#)



EDWARDS AQUIFER AUTHORITY
900 E QUINCY, SAN ANTONIO, TX 78215
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