Education Carnival,
Make learning a family affair

Brayden Mitchell
Interpretive Services Specialist II
Utility Exploration Center
Family Drop In Events at the UEC
BIRD and BUG BONANZA!

TODAY ONLY! 10am-2pm

- Walk the Creek Crawl
- Build your own bird house*
- Join the bug squad
- Enjoy story time, games and prizes

*$10 materials fee

City of Roseville, California
GET ENERGIZED!
TODAY ONLY! 10am-2pm
SUMMER IS HERE — GET ENERGIZED!

- Energy fueled day of excitement and exploration
- Build your own solar car and race it* 
- Participate in the Energy Olympics
- Discover rebates and more in the scavenger hunt

*Solar race car building requires $10 materials fee
CURBY’S WASTE-A-PALOOZA

TODAY ONLY! 10am-2pm

OBSTACLE COURSE | CRAFTS | GAMES
QUIZ SHOW | COMMUNITY ART GARDEN
BUILD YOUR OWN COMPOST BIN

*Compost bin activity requires $10 materials fee
Count Watts’ Spooktacular
TODAY ONLY! 10am-2pm

MEET COUNT WATTS - THE VOLTAGE VAMPIRE!

- Explore the Phantom Energy House
- Play games and win prizes
- Carve or paint a pumpkin
- Get a free trick-or-treat bag

Roseville Utility Exploration Center
<table>
<thead>
<tr>
<th>Event</th>
<th>1st Time</th>
<th>2nd Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count Watts' Spooktacular</td>
<td>589</td>
<td>889</td>
</tr>
<tr>
<td>Bird and Bug Bonanza</td>
<td>234</td>
<td>1032</td>
</tr>
<tr>
<td>Curby's Waste - A - Palooza</td>
<td>221</td>
<td></td>
</tr>
<tr>
<td>Get Energized</td>
<td>284</td>
<td></td>
</tr>
</tbody>
</table>
Ideas
Ideas

- Organization Messages
- National Programs
- Similar events
  - STEAL, and never ask for forgiveness
- What kids are into
- What friends enjoy
- Crazy holidays
  - Today is Pillow Fight Day
    (www.daysoftheyear.com)
- Pinterest
- Google Image Search
- Facebook
  - Yep, you can now check FB at work
- Personal experiences

- Deep inside the recesses of your mind.
  You know…that dark place where no one likes to venture
Template for Events

- Program Profile
- Event components
- Work delegation
- Budget
- Volunteer Management
# Program Profile

## Roseville Utility Exploration Center

### Program Profile

<table>
<thead>
<tr>
<th>Today’s Date</th>
<th>Your Name / ext.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Program Name</th>
<th>Program Date(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Check all that apply: ☐ exhibit/☐ event/☐ service/☐ program/workshop/outreach

**Program Description/Overview**

```

```

**Target Population – Who will this program serve? How many people?**

```

```
Program Profile

Today’s Date
Program Name

Your Name / ext.
Program Date(s)

Check all that apply:
☐ exhibit ☐ event ☐ service ☐ program/workshop/outreach

Program Overview
• Overview of event “Big Picture”
• This is what you use to “sell” event idea
• Narrative writing

Target Population
• Who will this program serve
• How many people
• Give it your best guess (if it’s the first time)
• Be specific if you can – this can also be a good evaluation item
Program Goals – List at least three

- Overarching goals
- Organization Mission, vision, values
- Mandates
- High level
- You can get ideas from partners, grant/funding source, stakeholders

Participant Outcomes

- What should individual participants or groups know, feel, or do as a result of this program?
- Measurable outcomes
- Use these for the evaluation
**Program Profile**

### Event Description
- Add as much detail as possible

### Marketing
- Facebook, newsletters, website, flyers, banners, local newspapers, online events calendars, TV morning shows, etc.
- Got Print – Post Cards, Bookmarks
- Another good evaluation item

### Budget
- We will go over this a little later

### Program Fees/Material Charge
- I recommend only one item
- If possible I would offer a free event
Program Team
- You don’t have to do all the work!
- Try to match skills to tasks
- I’ll show you the chart I developed

Milestones & Deliverables
- Explain your deadline structure
- I do final deadline 1 week before the event
- Stick to it, I found team check-ins work well for accountability

Other Background Information
- I add anything I found while doing my research
- Insert examples of other events like yours
Event Components
Welcome Booth
Event Components
“Immersion Experience”
Organic materials and fertilizer increase water temperature, algae growth, and mosquitoes, while decreasing oxygen in streams.

Over their lifetime, a ladybug eats white flies, mites, and as many as 5,000 aphids.
Count Watts’ Spooktacular
Count Watts’ Spooktacular
Count Watts’ Spooktacular
Count Watts’ Spooktacular
Ever notice that with all the lights turned off, your room isn’t dark thanks to glowing clocks and charger lights?
Curby’s Waste – A – Palooza
Curby’s Waste – A – Palooza
Curby’s Waste – A – Palooza
Curby’s Waste – A – Palooza
Get Energized!
Get Energized!
Get Energized!
Event Components
“Build It” Activities
Build it Activity – Bluebird Homes
Build it Activity – Pumpkin Carving
Build it Activity – Worm Bins
Build it Activity – Solar Cars
Event Components
Game Area
Game Area – Bird and Bug Bonanza
Event Components
Other Activities / Partners
Other activities/partners
Other activities/partners
Other activities/partners
Other activities/partners

I

BACON

but my sewer pipes don’t.

LiveSewerSmart.com
Other activities/partners
Other activities/partners
Other activities/partners
Other activities/partners
Work Assignments
<table>
<thead>
<tr>
<th>Tasks</th>
<th>Assigned To</th>
<th>Due Date</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome table</td>
<td>Melissa</td>
<td>11/20/2015</td>
<td></td>
</tr>
<tr>
<td>- Design booth</td>
<td></td>
<td>12/1/2015</td>
<td></td>
</tr>
<tr>
<td>- Sign needs to Brett</td>
<td></td>
<td>12/18/2015</td>
<td></td>
</tr>
<tr>
<td>- Staffing Needs to Melissa</td>
<td></td>
<td>12/18/2015</td>
<td></td>
</tr>
<tr>
<td>- Everything Finalized</td>
<td></td>
<td>1/29/2016</td>
<td></td>
</tr>
<tr>
<td>Bluebird Box Kits</td>
<td>Brayden</td>
<td>12/1/2015</td>
<td>Can we contract this out?</td>
</tr>
<tr>
<td>- Instruction sheet Ideas to Brett</td>
<td></td>
<td>12/18/2015</td>
<td></td>
</tr>
<tr>
<td>- Staffing Needs to Melissa</td>
<td></td>
<td>1/15/2016</td>
<td></td>
</tr>
<tr>
<td>- Purchase Materials</td>
<td></td>
<td>1/29/2016</td>
<td></td>
</tr>
<tr>
<td>- Cut out Kits</td>
<td></td>
<td>1/29/2016</td>
<td></td>
</tr>
<tr>
<td>- Everything Finalized</td>
<td></td>
<td>1/29/2016</td>
<td></td>
</tr>
<tr>
<td>Games</td>
<td>Diana</td>
<td>11/20/2015</td>
<td></td>
</tr>
<tr>
<td>- Game Ideas</td>
<td></td>
<td>12/1/2015</td>
<td></td>
</tr>
<tr>
<td>- Sign needs to Brett</td>
<td></td>
<td>12/18/2015</td>
<td></td>
</tr>
<tr>
<td>- Staffing Needs to Melissa</td>
<td></td>
<td>1/8/2016</td>
<td></td>
</tr>
<tr>
<td>- Materials List</td>
<td></td>
<td>1/15/2016</td>
<td></td>
</tr>
<tr>
<td>- Purchase Materials</td>
<td></td>
<td>1/29/2016</td>
<td></td>
</tr>
<tr>
<td>- Everything Finalized</td>
<td></td>
<td>1/29/2016</td>
<td></td>
</tr>
<tr>
<td>Creek Crawl</td>
<td>Kerry</td>
<td>11/20/2015</td>
<td></td>
</tr>
<tr>
<td>- Design Activity</td>
<td></td>
<td>12/1/2015</td>
<td></td>
</tr>
<tr>
<td>- Sign needs to Brett</td>
<td></td>
<td>12/18/2015</td>
<td></td>
</tr>
<tr>
<td>- Staffing Needs to Melissa</td>
<td></td>
<td>1/8/2016</td>
<td></td>
</tr>
<tr>
<td>- Purchase materials</td>
<td></td>
<td>1/29/2016</td>
<td></td>
</tr>
<tr>
<td>- Setup craft/creation time</td>
<td></td>
<td>1/8/2016</td>
<td></td>
</tr>
<tr>
<td>- Have all materials created</td>
<td></td>
<td>1/29/2016</td>
<td></td>
</tr>
<tr>
<td>- Install Creek Crawl</td>
<td></td>
<td>1/29/2016</td>
<td>Start install on 1/4/16</td>
</tr>
<tr>
<td>Task</td>
<td>Assigned To</td>
<td>Due Date</td>
<td>Notes</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>---------------</td>
<td>-----------</td>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>Main Task</td>
<td>Staff Name</td>
<td>1/1/20</td>
<td>Any advise for the task or important info for staff to know</td>
</tr>
<tr>
<td>1 Component of task</td>
<td></td>
<td>1/10/20</td>
<td></td>
</tr>
<tr>
<td>2 Component of task</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Main Task</td>
<td>Staff Name</td>
<td>1/1/20</td>
<td>Any advise for the task or important info for staff to know</td>
</tr>
<tr>
<td>1 Component of task</td>
<td></td>
<td>1/10/20</td>
<td></td>
</tr>
<tr>
<td>2 Component of task</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Budget
## Bird and Bug Bonanza 2016 Budget Proposal

<table>
<thead>
<tr>
<th>Item</th>
<th>2014 Actual</th>
<th>2015 Proposal</th>
<th>2015 Actual</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decorations</td>
<td>$100.00</td>
<td>$100.00</td>
<td>$90.70</td>
<td></td>
</tr>
<tr>
<td>Activities</td>
<td></td>
<td>$150.00</td>
<td>$170.43</td>
<td>Make activities better and add new games.</td>
</tr>
<tr>
<td>Prizes</td>
<td>$84.07</td>
<td>$400.00</td>
<td>$382.46</td>
<td>EU contributing $300</td>
</tr>
<tr>
<td>Birdhouse building</td>
<td>$150.90</td>
<td>$150.00</td>
<td>$50.75</td>
<td></td>
</tr>
<tr>
<td>Marketing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Printing</td>
<td></td>
<td>$200.00</td>
<td>$187.98</td>
<td>149.37 eSigns vinal banners $38.61</td>
</tr>
<tr>
<td>Creek Crawl</td>
<td></td>
<td>$200.00</td>
<td>$621.70</td>
<td></td>
</tr>
<tr>
<td>Lady Bug Girl Costume</td>
<td></td>
<td>$150.00</td>
<td>$150.00</td>
<td>EU is renting the costume for us</td>
</tr>
<tr>
<td>Food for Staff/Volunteers</td>
<td>$82.69</td>
<td>$100.00</td>
<td>$233.30</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$417.66</strong></td>
<td><strong>$1,450.00</strong></td>
<td><strong>$1,887.32</strong></td>
<td></td>
</tr>
</tbody>
</table>

## Cost to Department

<table>
<thead>
<tr>
<th>Cost to Department</th>
<th>2014</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>UEC</td>
<td>$500.00</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>EU</td>
<td>$450.00</td>
<td>$450.00</td>
</tr>
</tbody>
</table>
Budget – Signage

E Signs – Banners
Local Printer – Foam Core Signs
Plotter Printer or Regular Printer
Budget – Signage
Budget - Places for supplies

- Pinterest
- Discount School Supplies
- Carnival Depot
- Oriental Trading Co.
- Party City
Volunteers
Volunteer Management

- Training/Talking points
- Energy level
- Shirts/uniform
- Food for event staff
- Schedule appropriately
Evaluation
Event Evaluation

Administering the survey:
- survey givers ask the questions and write in the answers  
- Quick 5 minute survey

- They do not need to have seen everything at the event

1. **How did you hear about Bird and Bug Bonanza?**
   - Library/bookmarks
   - Sac Bee
   - City Website
   - Green Living Guide
   - Other:

2. **Where does the water in the storm drain go?**

3. **Name two things you can do to keep our creeks clean.**
   - Pick up dog poop
   - Compost Leaves / Grass clippings
   - Recycle Oil
   - Put Trash in its place
   - Wash your car at a car wash
   - Reduce herbicide use
   - Reduce pesticide use
   - Install porous surfaces instead of non-porous
   - Other___________

4. **How would you rate each part of this event so far?**

<table>
<thead>
<tr>
<th>Event Element</th>
<th>Great</th>
<th>Good</th>
<th>Average</th>
<th>Poor</th>
<th>NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bluebird House building</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Creek Crawl</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Games</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bug Microscopes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blue Line Arts and Crafts</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Story Time</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5. **Complete this sentence.**
   - Only ____________ in the drain!

6. **How likely are you to attend future Utility Exploration Center Programs and Events?**
   - Very likely
   - Likely
   - Not likely
   - Never
Event Summary

BIRD and BUG BONANZA!

- **1,032** Visitors
- **225** Meaningful Contacts
- **97** Bluebird Homes
- **202** Volunteer Hours
- **57%** Know Where Creeks Flow
Questions