

APPROVED
OCT 20 2010

REPORT OF GENERAL MANAGER

DATE October 20, 2010

BOARD OF RECREATION
and PARK COMMISSIONERS

NO. 10-283

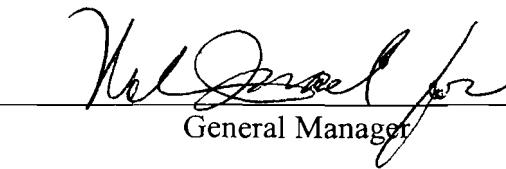
C.D. 7

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: HANSEN DAM PARK – CHILDREN'S MUSEUM AND ENVIRONMENTAL AWARENESS CENTER – MEMORANDUM OF UNDERSTANDING WITH THE DISCOVERY SCIENCE CENTER

R. Adams _____
V. Israel _____
H. Fujita _____
S. Huntley _____

F. Mok _____
K. Regan _____
*M. Shull 


General Manager

Approved _____ Disapproved _____ Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Approve a proposed Memorandum of Understanding ("MOU"), substantially in the form on file in the Board Office, between the City of Los Angeles, acting by and through the Department of Recreation and Park Commissioners ("Board") and the Discovery Science Center ("DSC"), relative to the design, fabrication and installation of exhibits and the operation and maintenance of the Children's Museum and Environmental Awareness Center facility at Hansen Dam ("Museum"), formerly known as the Children's Museum of Los Angeles ("CMLA") facility, subject to the approval of the Mayor and the City Attorney as to form;
2. Find, in accordance with Charter Section 1022, that Department of Recreation and Parks ("RAP") does not have personnel available in its employ to provide the professional services necessary to develop the exhibits and to operate the Museum and, due to the City's current budgetary constraints, RAP is unable to hire the personnel required to perform these specialized tasks;
3. Find, in accordance with Charter Section 371, and for the reasons stated herein, that obtaining competitive proposals or bids for the development of the exhibits and the operation and maintenance of the Museum would be undesirable and impractical;

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4. Direct the Board Secretary to transmit the proposed MOU concurrently to the Mayor in accordance with Executive Directive No. 3, and to the City Attorney for review and approval as to form;
5. Authorize staff to negotiate the terms and conditions for an agreement for development of exhibits and long term operation and maintenance of the Museum; and,
6. Direct RAP staff to return to the Board for final consideration of the agreement with DSC for the development of exhibits, operation and maintenance of the Museum, as described below.

SUMMARY:

In April 2009, the Children's Museum of Los Angeles ("CMLA"), the organization responsible for constructing and operating a children's museum and environmental awareness center at Hansen Dam ("Museum") on property leased from the RAP, filed for Chapter 7 bankruptcy and liquidation due to financial difficulties. At the time of the bankruptcy filing, construction of the facility was nearly complete but no exhibits for the Museum had been fabricated or installed. As part of the bankruptcy proceedings, the Bankruptcy Trustee undertook extensive efforts to identify an entity that would complete the design, fabrication and installation of the exhibits and would operate and maintain the Museum. The Bankruptcy Trustee received inquiries from the Discovery Science Center ("DSC"), the YMCA, and the Drug Enforcement Agency. However none of these discussions proceeded beyond the initial discussions stage. Ultimately, the Bankruptcy Trustee was unable to find a suitable operator for the Museum, given the legal restraints on its use as a Children's Museum/Environmental Awareness Center. The organization the Bankruptcy Trustee was able to find that was the closest fit for the City's needs was DSC; however, at that time, DSC did not have the capital resources available to fabricate and install exhibits.

In November 2009, the Bankruptcy Trustee rejected CMLA's lease, fully discharging CLMA's obligations and RAP took possession of the premises where the Museum was being developed. In accordance with the various City and State funding and grant agreements, the City is obligated to complete, operate, and maintain a children's museum and environmental awareness center, for a minimum of 30 years.

RAP staff has had discussions with a number of City departments and agencies, as well as several non-profit organizations, concerning the possibility of having these entities sponsor various exhibits and have RAP provide minimal staffing for the Museum. While the success of these efforts and discussions may make it possible for the Museum to open to the public, should the City fail to open the Museum by the current grant deadline of June 30, 2013, or an extension of that deadline, as may be approved by the State, the City would be obligated to return

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approximately \$17.8 million in City and State grant funds that were obligated for the construction of the former CMLA facility.

Proposition 84 Nature Education Facilities Grant Program

In March 2010, the State of California released a Request for Proposals for the Proposition 84 Nature Education Facilities (NEF) Grant Program. The Proposition 84 NEF Grant Program will award a total of \$93 million in competitive grant funding for nature education and interpretation exhibits, research facilities, and equipment to non-profit organizations and public institutions including natural history museums, aquariums, research facilities and botanical gardens. The goal of the Proposition 84 NEF Grant Program is to support institutions that enable focused learning about the natural environment and increase public understanding and recognition of the need to sustain the environment for future generations.

The Museum was identified as an ideal location to develop interpretative exhibits and nature and environmental education programming that would be eligible and competitive for funding under the Proposition 84 NEF Grant Program. Additionally, seeking a Proposition 84 NEF Grant for the construction of the exhibits for the Museum could help the City meet its existing obligations to open the Museum to the public by the grant deadline.

In a motion, adopted by the City Council on June 30, 2010 (Council File No. 10-1133), the City Council authorized RAP to submit a Proposition 84 NEF Grant application for \$7 million for the Hansen Dam Nature Education Center (“HDNEC”) program at the Museum. The grant application for the HDNEC program was prepared, by Townsend Public Affairs, Inc., on a pro bono basis and was submitted by RAP. The grant application submitted by RAP proposes to develop state-of-the-art interactive exhibits at the Museum that provide nature education and natural resource interpretation and help educate young people about the importance of environmental preservation, restoration, and conservation. If the HDNEC project is awarded funding, and if the City accepts said funding, the City would be obligated to complete the exhibit project and have it opened to the public by June 30, 2017.

Discovery Science Center

In recognition of the previously existing grant deadline to open the Museum to the public, and a potential June 30, 2017 deadline to develop exhibits and programs for the HDNEC project, City staff has been working to identify the type and level of resources required to operate and maintain the Museum. To that end, City staff has engaged in discussions with DSC, which has indicated that it is willing and interested in entering into an agreement to develop the HDNEC exhibits and a long-term agreement with RAP to operate and maintain the Museum facility.

The DSC, a non-profit organization based in the City of Santa Ana in Orange County, is recognized as an experienced, creative, and innovative organization dedicated to educating young minds, assisting teachers, and increasing public understanding and appreciation of

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science, math, and technology. DSC has considerable experience in exhibit design and construction, the development of education programs, and the management and operation of a large learning facility (Exhibit A - Discovery Center Science Center Informational Packet). The DSC's current 59,000 square foot learning center is similar in size to the 57,000 square foot Museum facility.

DSC is acknowledged, by both peers and national publications, as a top tier science center and is ranked in the top 25 among science centers for attendance and the number of students taught in its outreach programs. DSC is a member of the Association of Science and Technology Centers and is a Smithsonian Institute Affiliate organization. Science centers are, much like children's museums, designed to connect youth of all ages and backgrounds with science and to provide visitors with firsthand experience with the natural world. Science centers such as DSC provide programs that are intended to enhance student's interest in science and promote environmental awareness.

The DSC management team has extensive experience in programming, operating, marketing, and fundraising for a large science center and would be able to leverage existing contacts and partnerships to bring major exhibits, including traveling exhibitions from the Smithsonian Institution, to the Museum. DSC is capable of assisting in the design and construction of hands-on interactive exhibits, including those proposed for the HDNEC project, and has an in-house exhibit maintenance and management program.

DSC staff has developed unique and award winning educational programs and content, including programs for school field trips, after school learning, assemblies, and summer camps, as well as hands-on science educational kits, which could also be offered at the Museum. While DSC is not a school, it does provides free, high-quality, science education programs, structured classroom educational programs, and teacher training programs specifically designed to align with the current California Science Content Standards for grades K through 8.

DSC has internal administrative and management databases, programs, and models for marketing, fundraising, finance, point-of-sale, and booking/ticketing. These administrative services and functions could be scaled up to be utilized in the operation of the Museum, which would provide immediate operational efficiencies.

Memorandum of Understanding

Pursuant to the terms and conditions of the proposed Memorandum of Understanding ("MOU"), and subject to current or future grant terms and conditions, and the completion of a long term operating and maintenance agreement for the Museum, the DSC would develop, operate, and maintain interactive exhibits at the Museum and develop a wide range of educational programming focused on nature and environmental awareness and designed to serve students, educators, and families from the surrounding community and the greater Los Angeles region.

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As previously described, the City has an obligation to complete and operate the Museum; including the development of interactive exhibits and an environmental awareness component. RAP has developed a conceptual plan for the HDNEC project (Exhibit B) at the Museum, which, if awarded funding, could help the City meet its existing obligations.

As detailed in the proposed MOU, DSC would, at its own expense, develop a conceptual plan for both the Museum and the exhibits that is consistent with the proposed HDNEC project and previously existing agreements for the various grant funding sources. DSC would be required to develop and submit to the City a plan for the operation of the Museum and the construction of the HDNEC at the Museum no later than June 30, 2011. This plan would include, but not be limited to, a scope and timeline for the development of the exhibits and a breakdown of DSC's proposed operations and maintenance plan for the Museum. The MOU anticipates that DSC would manage the design, fabrication and installation of the exhibits, however the City/RAP would pay the design, fabrication and installation vendors directly from the Proposition 84 Grant funds. If the Proposition 84 grant funds are not awarded, RAP and DSC will work together to identify other prospective funding sources to develop the exhibit program.

Upon execution of the MOU, RAP staff would begin negotiations with representatives of DSC on appropriate terms and conditions for a long term operating and maintenance agreement for the Museum. Following the successful completion of the discussions and negotiations with DSC, and prior to the acceptance of any grant funding, staff will return to the Board for consideration of the final operating and maintenance agreement with DSC, which would have a term commensurate with the obligations of the Proposition 84 NEF Grant Program.

Should the City be awarded a Proposition 84 NEF grant, acceptance of the grant along with any proposed long-term operation and maintenance agreement with DSC would be presented to the Board and City Council for review and approval.

Charter Section 1022 Finding

Los Angeles City Charter Section 1022 prohibits contracting out work that could be done by City employees unless the Board determines it is more economical and/or feasible to contract out the service.

The Personnel Department has completed a Charter Section 1022 review (Exhibit C) and determined that there are City classifications that could provide some of the professional services required to develop the exhibits for the Museum and to operate the Museum; however, RAP does not have sufficient staff available at this time to do so. Additionally, due to the City's current budgetary constraints, RAP is subject to a hiring freeze and is unable to obtain the personnel necessary to perform these specialized tasks. It is therefore more feasible to secure these services through an independent contractor.

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Charter Section 371 Finding

Los Angeles City Charter Section 371(a) requires a competitive bid or proposal process unless there is an applicable exception under Section 371(e). Los Angeles City Charter Section 371(e)(10) provides an exception that “subject to the requirements of Section 1022, contracts (including without limitation those, as determined by the contracting authority, for the performance of professional, scientific, expert, technical or other special services), where the contracting authority finds that the use of competitive bidding would be undesirable, impractical or impossible or where the common law otherwise excuses compliance with competitive bidding requirements.”

Los Angeles Administrative Code Section 10.15(a)(10) states that “for purposes of this Section, and for construing the same term in Charter Section 371(e)(10), the term “undesirable” shall mean and include only such situations in which the nature of the subject of the contract is such that competitive bidding would work an incongruity or be unavailing or would not produce an advantage, with sole reference to the public interest and in light of the purposes to be accomplished.”

If a competitive bid or proposal process is initiated for the development of exhibits and the operation and maintenance of the Museum it is highly unlikely that the City would be able to open the facility in time to meet the current grant deadline. As was described above, the Bankruptcy Trustee conducted an exhaustive search and was ultimately unable to identify and secure a suitable operator for the Museum. Furthermore, even if a suitable operator could be identified through a competitive bid process, the City would be unlikely to find one who could design, develop, and construct an exhibit program that would meet the City’s obligation to open a children’s museum, with an environmental educational component, to the public by the grant deadline for the various Proposition 40 grant programs.

DSC is capable and willing to operate the Museum. DSC has the experience and contacts necessary to oversee the construction, development, or acquisition of a state-of-the-art exhibit program by the grant deadline. DSC’s unique and highly specialized educational programs, which could be offered at the Museum, would enable the City meet its obligations to provide a children’s museum with an environmental awareness component. Students from grades K through 8 could visit the Museum, either on field trips organized by their school or individually outside school hours, to learn about topics of interest in an interactive, hands-on, environment. DSC is recognized as a highly qualified science center operator, and partnering with DSC to operate the Museum may make the City’s Proposition 84 NEF Grant Program application for the HDNEC project more compelling and competitive.

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DSC has well-established administrative and management procedures for marketing, fundraising, finance, point-of-sale, booking/ticketing, programming, and exhibit maintenance which could be scaled up to be utilized in the operation of the Museum, resulting in immediate operational efficiencies and savings in operational costs at the Museum.

The development of a long term operating and maintenance agreement with DSC for the Museum would provide the City its best opportunity to meet the City's existing grant obligations and deadlines. Therefore, staff has determined that it would be undesirable and impractical to bid for the operation of the Museum at this time.

Environmental Review

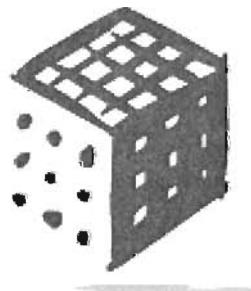
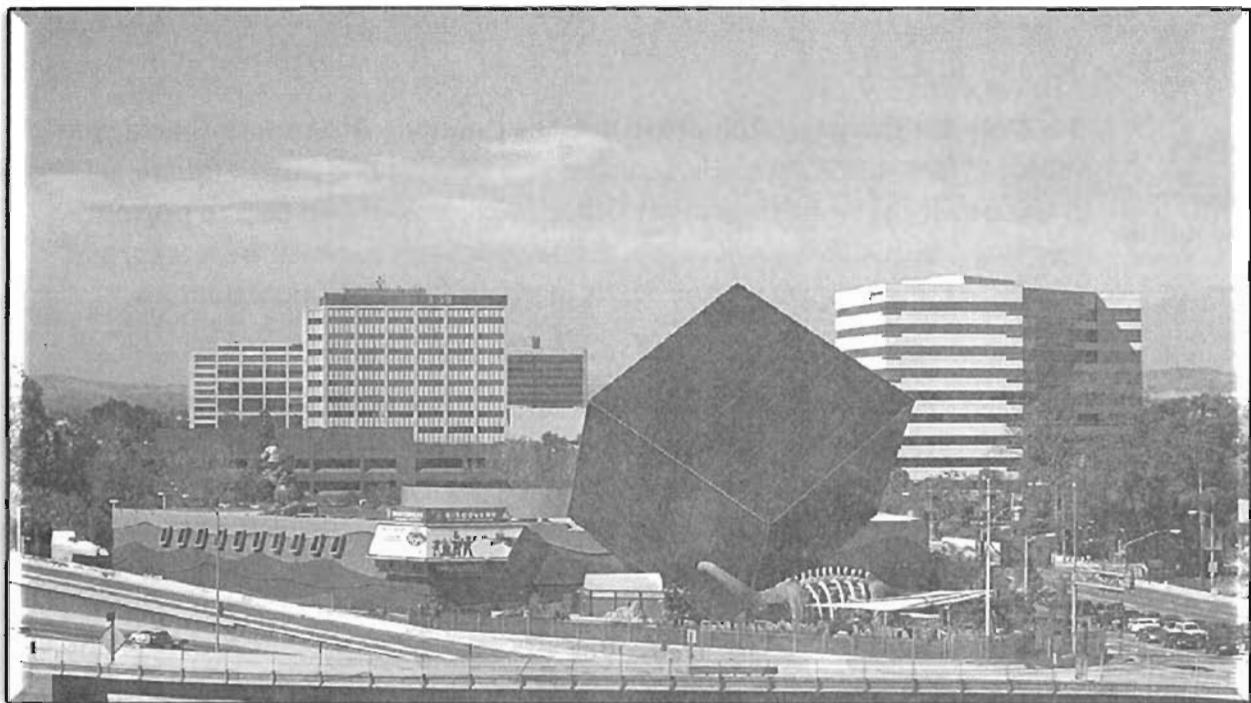
Staff has determined that the project has been previously evaluated for environmental impacts in compliance with City CEQA Guidelines, and the proposed new memorandum of understanding will not cause any additional adverse environmental impacts. A Mitigated Negative Declaration (MND) was adopted by the Los Angeles City Council on May 24, 2000 in connection with the CMLA project, including the operations of the Museum facility. A Notice of Determination was filed with the Los Angeles City and County Clerks on June 20, 2000. The proposed operations of the Museum to include the HDNEC, under the terms of the Agreement, will not substantially change the scope of the original operational plan of the Museum, nor require any additional mitigation measures. Therefore, the previously adopted MND is still valid for this Agreement, and no additional CEQA documentation is required for Board approval.

FISCAL IMPACT STATEMENT:

The approval and execution of the proposed MOU will not have any impact on the General Fund.

This report was prepared by Darryl Ford, Management Analyst II, Planning and Construction Division.

Exhibit-A
Discovery Science Center Informational Packet



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DISCOVERY
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Recent Accomplishments



Smithsonian Institution
Affiliations Program

The Only Smithsonian Affiliate in Orange County – After more than a year of rigorous review, DSC recently qualified as a new Smithsonian Affiliate, a tribute to the quality of its management. This designation allows DSC to present traveling Smithsonian exhibitions, display priceless national treasures, and engage leading experts in their fields in public learning opportunities.



Top Ten Nationwide – DSC's outstanding outreach programs served over 220,000 students in classrooms, ranking it 3rd among science centers across the nation.

Top Twenty-Five Nationwide – Over 444,000 visitors vaulted DSC into the top twenty-five among science centers across the nation.



#11 “Best Science Center” in the Country - Parents Magazine, a national publication with a circulation of 2,217,000 and an audience of 15,233,000 ranked DSC one of The 25 Best Science Centers in the country in 2008.

Accreditations and Memberships

- Smithsonian Institute Affiliate
- Association of Science and Technology Centers (ASTC) – Governing Member
- California Association of Museums (CAM) – Member
- International Association of Amusement Parks and Attractions (IAAPA) – Member
- American Association of Museums (AAM) – Member
- National Science Teachers Association (NSTA) – Member
- Orange County Science Educators Association (OCSEA) – Member
- Association for Supervision and Curriculum Development (ASCD) – Member
- California Regional Environmental Education Community (CREEC) – Member
- Council for Advancement and Support of Education (CASE) – Member
- Women’s Roundtable of Orange County (WROC) – Member
- MIND Research Institute Advisory Committee – Member



Smithsonian Institution
Affiliations Program

CASE



IAAPA
MEMBER



MIND
Research Institute

NSTA
National
Science
Teachers
Association

ASCD

CAM
CALIFORNIA
ASSOCIATION
OF MUSEUMS

CREEC
NETWORK

ASTC



Management Team



Joe Adams

President, Discovery Science Center
2003 - Present

PERSONAL: Adams was born in San Diego, Calif. but considers San Antonio, Texas his hometown. He now lives in Orange County, Calif.

EDUCATION: Adams earned a Bachelor of Science degree in Mechanical Engineering with a concentration in energy from the University Of Notre Dame (1990) and a Master of Business Administration from the University of California, Irvine, (2002).

BACKGROUND: Adams began his career in 1990 as project engineer for a Texas oil drilling company, Diamond M Offshore. During this time, he traveled the world to plan and manage the construction of oil rigs. In 1992, he joined CPS Gas and Electric in San Antonio, where he oversaw the construction of a 550-megawatt power plant and served as Operations Engineer for several other gas and coal plants.

In 1998, Adams moved to Calif. to join the Walt Disney Company as Program Manager in their Theme Park Development Division. He was involved with the design and construction of several attractions, restaurants, and shops throughout the Disneyland Resort. Some of his projects include Disney's California Adventure, Paradise Pier, Flik's Fun Fair, and the Tower of Terror.

In 2003, Adams became president of DSC in Santa Ana, Calif. He has dedicated the past seven years to the operation and growth of the Discovery Science Center.

DSC ACHEIVEMENTS: Adams successfully led DSC through its first major expansion in 2006, with the addition of Dino Quest. He pioneered this 10,000 sq-ft, hands-on exhibit that uses infrared technology to guide visitors through an interactive dinosaur hunt.

In 2007, Adams spearheaded the acquisition of Future Scientist and Engineers of America to expand DSC's educational programming into eight states. He has also developed a "Making the Grade" program, which focuses on grade-specific science curriculum for Southern California students.

Adams is known for his excellent strategies and creative focus. Using these tools, he has helped make DSC the 3rd largest science education outreach center in the nation. He has also utilized his operations and management experience to increase annual attendance by more than 200%. Since 2003, DSC's operating budget has grown from \$3 million to an impressive \$9 million.

Management Team



Janet Yamaguchi

Vice President, Education

EDUCATION: Yamaguchi holds a BS in Zoology from California State University, Fullerton

BACKGROUND/ACHIEVEMENTS: Currently Vice President, Education, Yamaguchi's qualifications include 27 years of experience in science instruction: four years as a high school science teacher; eight years with the Orange County Department of Education, Special Division, Environmental Field Studies; and fifteen years with Discovery Science Center. Her areas of expertise include educational program design, curriculum development, and professional development for teachers, K – 12th grade levels.

At the science center she is responsible for developing programs, overseeing the supervision and training of instructional staff, developing educational networks, and supervising the quality of science-based programs for over 220,000 K-12th grade students annually.

Ms. Yamaguchi has served and is serving on several advisory boards, including the Science Advisory Board for the University of California, Irvine's Science, Technology, and Society Network; the Advisory Board for the California Regional Environmental Education Community Network (CREEC) and the California Science Advisory Board for MacMillan McGraw-Hill Textbook Publishers. She has developed middle school science labs for Harcourt Holt-Mcdougal Textbook Publishers.

In addition, she was an Educational Facilitator for the Federal Emergency Management Agency and established Discovery Science Center as a dissemination point for national curriculum developed by the US Geological Survey, the Intel Corporation, and the National Science Foundation.



Management Team

Kellee Preston

Vice President, Operations

EDUCATION: Preston holds a BS in Communications from California Polytechnic University Pomona. She also holds a Project Management Certificate from California State University, Northridge.

BACKGROUND/ACHIEVEMENTS: Preston began her career in 1985 as a merchandise supervisor at the Disneyland Resort in California. In 1990 she advanced to manager of attractions and store operations, overseeing over 500 employees and 9 area managers. In 1997, she was promoted to Project Manager responsible for the reconstruction of New Tomorrowland, then to Operations Project Manager in 1998,

overseeing the operational program development, construction, and grand opening of Disney's California Adventure – Anaheim's 2nd theme park. Preston moved to Paris in 2001 to manage construction and opening of the front lot area within Walt Disney Studios Theme Park, and in 2003 moved to Hong Kong to implement global collaboration and communication tools between the Hong Kong operations team and the US teams. In 2003, Preston joined DSC as VP Operations responsible for all operations, facilities, and project management.

Since joining DSC, Preston has acted as owner/builder representative with the City of Santa through the design and permitting process for new projects, she has planned the concept, logistics, acquisition of materials/exhibits and installation of numerous special events and special programs including JPL/NASA "Next Stop Mars", and has managed retail store to deliver an 80% increase in revenue over prior year.

Mike McGee

Vice President, Finance

EDUCATION: McGee holds a BS in Business Administration and Accounting from California State University, Northridge

BACKGROUND/ACHIEVEMENTS: Mike has over 18 years progressive finance and accounting experience in the theme park and entertainment industry. Mike was most recently the VP Finance for Palace Entertainment, the largest operators of water parks and family entertainment centers in the US.

Mike successfully led the \$200M acquisition and public debt offering of the Company, acquired additional water parks, and implemented Sarbanes-Oxley before selling the company. Prior to Palace, Mike was with the Walt Disney Company for 11 years holding key roles in the Theme Park and Resorts segment including CFO of the Anaheim Ducks hockey team, and Finance Director for the Disney's California Adventure construction project (including Downtown Disney and the Grand Californian Hotel). Prior to Disney, Mike was an audit manager for Coopers & Lybrand in Los Angeles and is a licensed CPA.



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Management Team

Linda White-Peters

Vice President, Development

EDUCATION: White-Peters earned a B.S. in Human Services from California State University, Fullerton; an M.S. in Organizational Behavior from Chapman University, and an Executive MBA from Pepperdine University.

BACKGROUND/ACHIEVEMENTS: White-Peters has almost 20 years of proven experience in fundraising, capital campaign management, board development, volunteer management, special events planning and community relations. She is an intuitive and collaborative leader with a strong record of accomplishment in developing effective annual and capital campaign fundraising strategies, and inspiring and empowering development teams to achieve and exceed targeted goals.

Linda joined Discovery Science Center in 2007. In the last fiscal year under her leadership, development raised \$2.1 million in annual gifts and \$4.6 million toward the capital campaign. Prior to DSC she spent three years successfully directing the \$41 million capital campaign to build Chapman University's *Marion Knott Studios for the Dodge College of Film and Media Arts*. She was with UC Irvine from 1991 to 2004, she held several positions, serving as Assistant Vice Chancellor for External and Community Relations from 1995 to 2003 where she oversaw and grew the chancellor's CEO

Roundtable over 300% to 80 of the most influential business leaders in Orange County. During a five year period (1997-2002) UCI received \$70 million in corporate gifts and \$30 million in personal gifts from members. She also served as an advisor to deans and the chancellor on community and fundraising issues. She has served on numerous boards in Orange County including OC Forum, UCI Athletic Directors Advisory Committee, Girls Inc., Human Options, and Women's Roundtable of Orange County.

Board of Directors and Governance

The DSC Board of Directors consists of 40 influential individuals and senior executives from top companies in Southern California. The Board meets 6 times a year to provide strategic direction and governance over DSC operations. The Board is actively engaged in guiding the strategic vision of DSC, and forms committees to focus on key tasks and issues related to Board governance. The Board committees currently in place are as follows:

- Executive Committee
- Strategic Planning Committee
- Master Planning Committee
- Expansion Committee
- Audit Committee
- Finance Committee
- Due Diligence Committee
- Building Committee
- Exhibits Committee
- Education Committee
- Development Committee
- Marketing Committee
- Board of Affairs Committee

DSC Corporate Board of Directors:

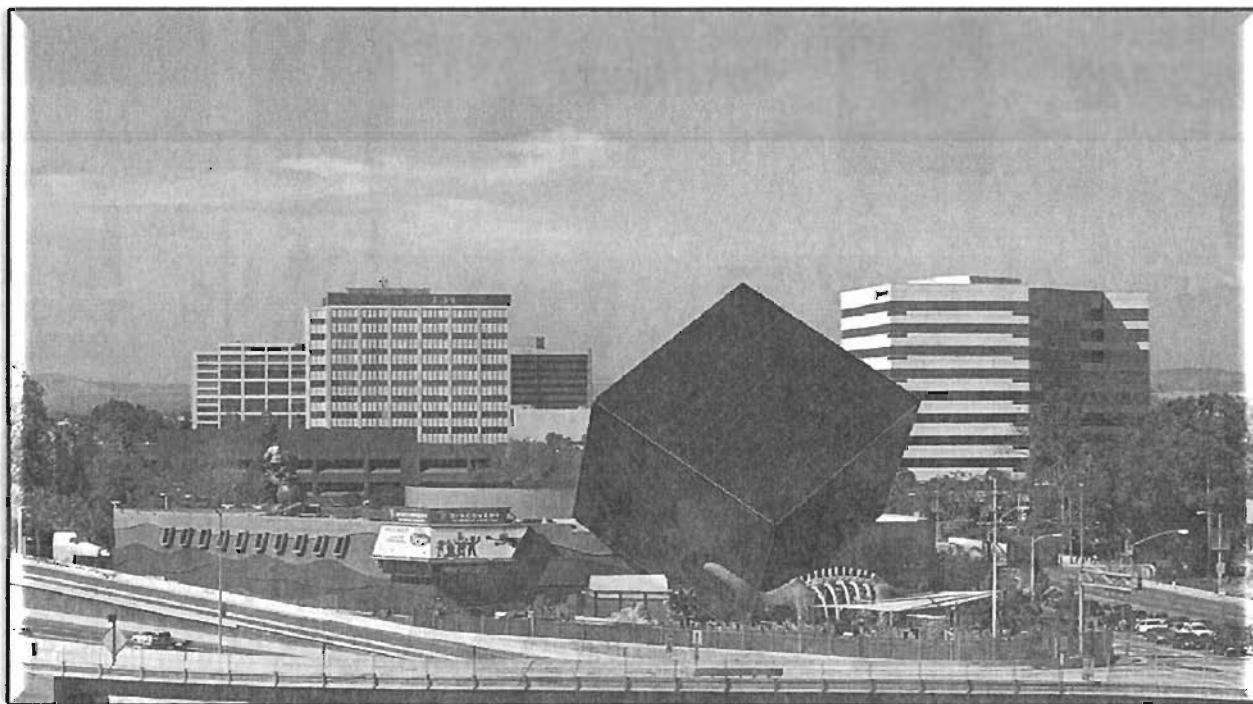




DISCOVERY
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Efficiencies by Partnering with DSC

Discovery Science Center has the experience of growing a science center from scratch to being ranked nationally in the top 25 among Science Centers both for attendance at the Center and for the number of students taught in Outreach Programs, all within a similar sized footprint to the Hansen Dam Science Center.





DISCOVERY
SCIENCE CENTER

DSC Operation Efficiencies

Senior Management Experience



Leadership to be provided by a senior management team with over 55 years combined experience from Disneyland including Guest Services, Finance, and Facilities / Engineering / Construction.

Staff and Volunteer Training



Staff training programs focusing on education, safety, daily operations, admissions, field trips, retail and Guest Service.

Volunteer programs, supporting over 1,000 individual and corporate volunteers yearly.



Facilities Programming



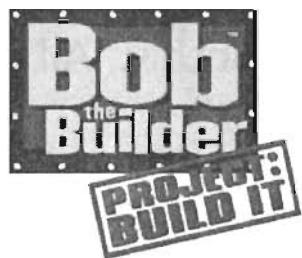
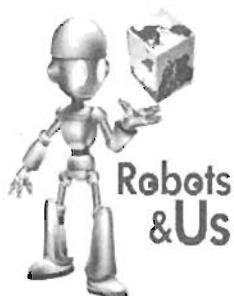
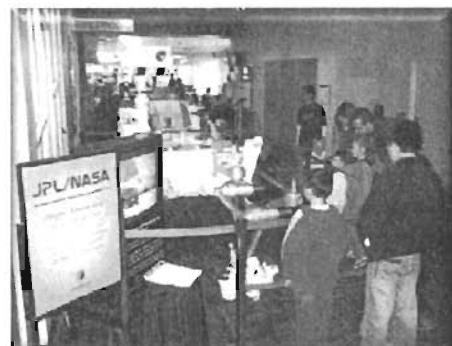
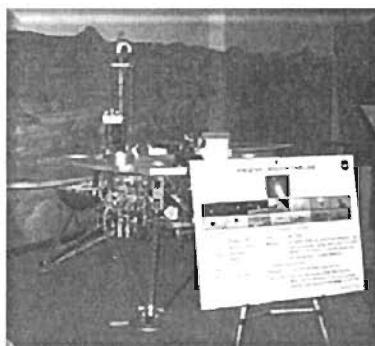
Structured checklist program for building and restroom cleaning to be performed daily, weekly and monthly. All cleaning is supported by green products.



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Shared Exhibit Programming

Discovery Science Center will leverage our contacts and negotiation skills to assist Hansen Dam Science Center in bringing in major traveling exhibits.



Galaxy Point Of Sale System Expertise



DSC will provide our Galaxy expertise :

- Admission and capacity managed ticket sales
- Group reservations and sales
- Membership sales and management
- Control and track admission to facility
- Payment plan module allows for automatic deduction via credit card
- Online ticket sales
- Built in real-time reporting supplemented by SQL Reporting Services

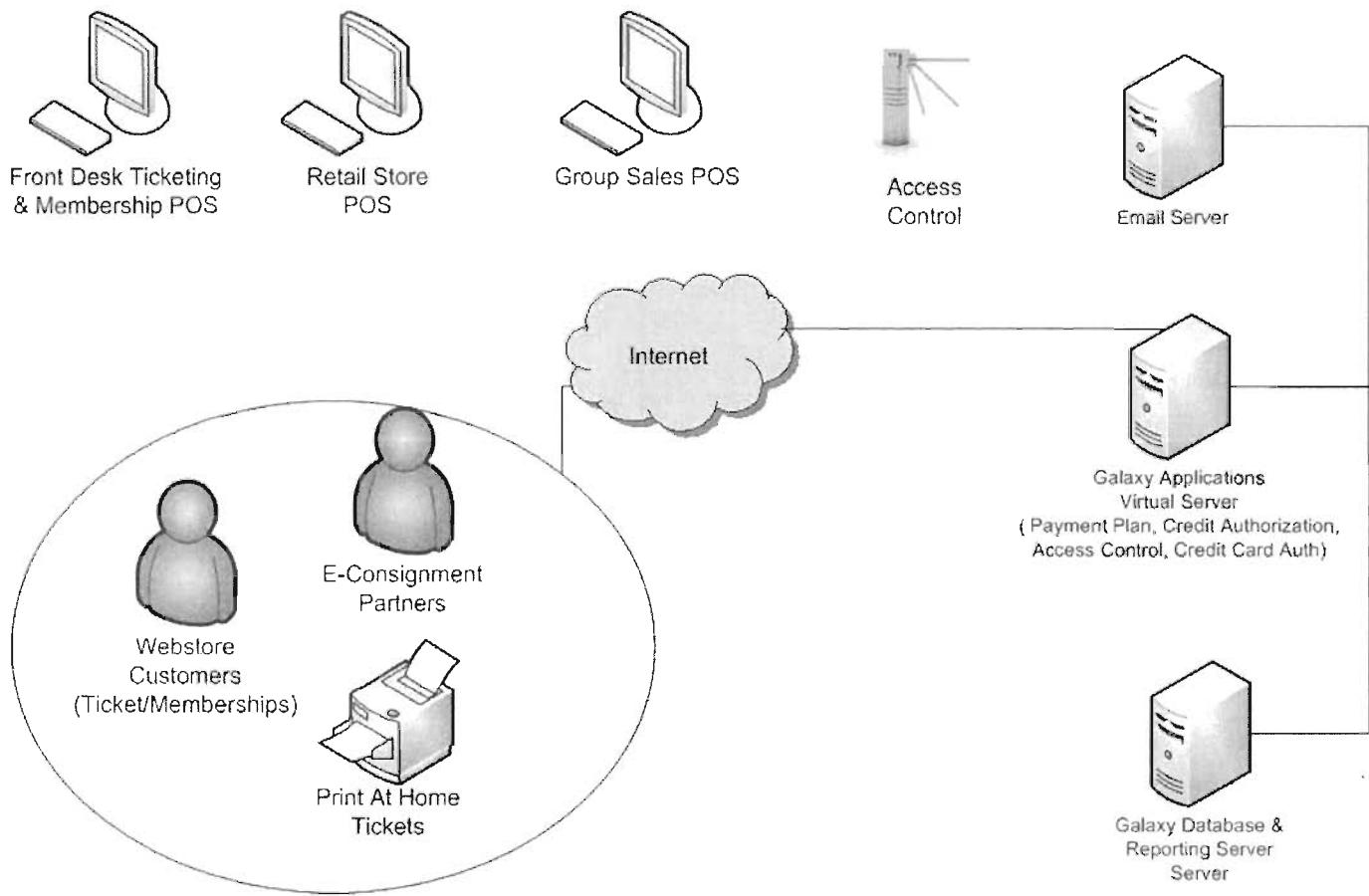


Exhibit Maintenance Program Training and Systems to Repair & Maintain Hands-on Exhibits

DSC will provide our in-house maintenance program:

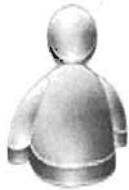
- **ITEM Response & Asset Management System**

- ✓ Asset and Purchase Order Management
- ✓ Web Based Help Desk and Reports
- ✓ Email and Mobile Phone Alerts
- ✓ Preventive Maintenance Schedule



ITEM Support Procedures

Support Request



On-The-Spot Request



Request Via Phone

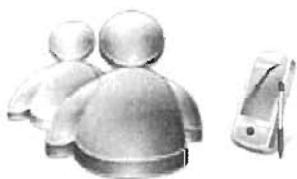


Request Via E-Mail



Scheduled Maintenance

Support Receipt & Notification



ITEM Technician receives request and assess repair time and parts needed



Web Based Incident response system automatically generates a trouble ticket for any request received via email, self portal or scheduled maintenance generator

Support Response, Repair & Documentation



Technician checks part availability, produces purchases request if needed



Technician repairs problems, solution is documented and request is closed



Incident Response system is updated with solution, the system will automatically notify requestor via E-mail that job has been closed.

Reporting



Daily & weekly reports are generated automatically

Personalized Web Portal



DISCOVERY
SCIENCE CENTER

AdventNet ManageEngine ServiceDesk Plus - Microsoft Internet Explorer provided by Discovery Science Center

File Edit View Favorites Tools Help

Back Search Favorites Home Go Links

Address http://insidedsc.org:9095/HomePage.do

Google G Go 14 blocked Settings Personalize Log out [almonte]

New Request

19 Jul 2007, 00 : 33 : 32

Search Enter Solutions Keyword Go

Recent Items Share Outlook Contacts Share Outlook Calendar Help Desk RE: Lacey Cashing Out & test

My View My Summary Sheet

Pending Requests Pending requests 0

Completed Requests Completed requests 22

All Requests All requests sent by the Requester 22

:: New Request

Search Solutions Search

Announcements Show All

Welcome!!! Welcome to The Discovery Science Center's I.T.E.M. Help Desk

Spare Parts Inventory

Report Manager - Microsoft Internet Explorer provided by Discovery Science Center

File Edit View Favorites Tools Help

Back Search Favorites Home Go Links

Address http://dscreports.org/

Google G Go 26 blocked Settings

Discovery Science Center SQL Reporting Services

Home > Exhibit Maintenance > Spare Parts Inventory

Contents Properties View Properties History Subscriptions

New Subscription

1 of 4 100% Find Next Select a format Export

Spare Parts Inventory

| Bin # | Item Number | Description | Cost | Qty | Unit | Location | Location Description |
|-------|-------------|--------------------------------|--------|----------|------|---------------|----------------------|
| 101 | NTR1600S | 1/2" x 100' Nylon Twisted Rope | 0.0000 | 0.0000 | | Exhibits Cage | 1st Floor Parts Cage |
| | 45345370 | Buttons | 0.0000 | 0.0000 | | Exhibits Cage | 1st Floor Parts Cage |
| | 45345371 | Outlet Cover | 0.0000 | 28.0000 | | Exhibits Cage | 1st Floor Parts Cage |
| | 45345372 | Metal Box | 0.0000 | 1.0000 | | Exhibits Cage | 1st Floor Parts Cage |
| | 45345373 | Centrifugal Submersible Pump | 0.0000 | 1.0000 | | Exhibits Cage | 1st Floor Parts Cage |
| | 45345374 | ECG Components | 0.0000 | 1.0000 | | Exhibits Cage | 1st Floor Parts Cage |
| | 45345375 | LY3-AC120 | 0.0000 | 20.0000 | | Exhibits Cage | 1st Floor Parts Cage |
| | 45345376 | Shelf Clip | 0.0000 | 220.0000 | | Exhibits Cage | 1st Floor Parts Cage |
| | 45345377 | Skeleton Arm | 0.0000 | 1.0000 | | Exhibits Cage | 1st Floor Parts Cage |
| | 45345378 | Door Knob | 0.0000 | 1.0000 | | Exhibits Cage | 1st Floor Parts Cage |
| | 45345379 | Pulley Supplies | 0.0000 | 7.0000 | | Exhibits Cage | 1st Floor Parts Cage |
| | 45345380 | Water Bottles | 0.0000 | 5.0000 | | Exhibits Cage | 1st Floor Parts Cage |

Educational Efficiencies

Outreach Programming

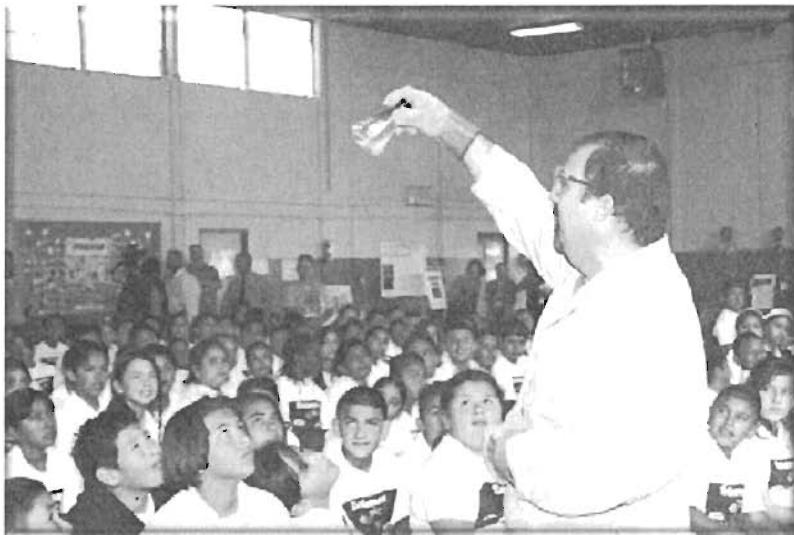


Last school year 2009-2010, Discovery Science Center taught over 220,000 K – 8th grade students in structured educational programs delivered in their classrooms.

DSC has experience in teaching a wide diversity of students, racially, ethnically, socio-economically, and academically. For example, in DSC's Santa Ana Unified School District after school program, less than 4% of the students are Caucasian and over 92% are Hispanic and speak Spanish as their primary language. Compared to DSC's Newport Mesa Unified School District after school program which serves some of the wealthiest students in Orange County.



Award-Winning Environmental Programming Experience



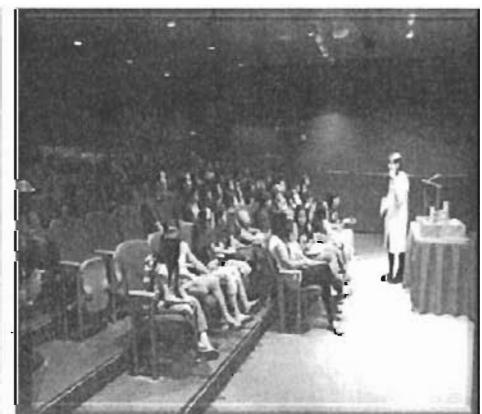
DSC brings experience in creating award-winning programs on the environment: Our Rainbow Disposal program in Westminster/Midway City Sanitary District and our Irvine Ranch Water District programs have both won California Association of Sanitation Agencies (CASA) awards this year (2010).



Field Trip Programming



Experience in creating content for field trip programming and successful implementation for over 70,000 students annually. Additionally DSC provides training to demonstrators, docents, and education staff.



After School Programming



Experience in creating after school science education programs for 4th and 5th grade elementary students aimed at helping to achieve higher test scores. Discovery Science Center taught over 1,800 students each week at 36 Santa Ana and Newport Mesa Unified Schools.





Science Educational Kit Development



FUTURE SCIENTISTS & ENGINEERS OF AMERICA

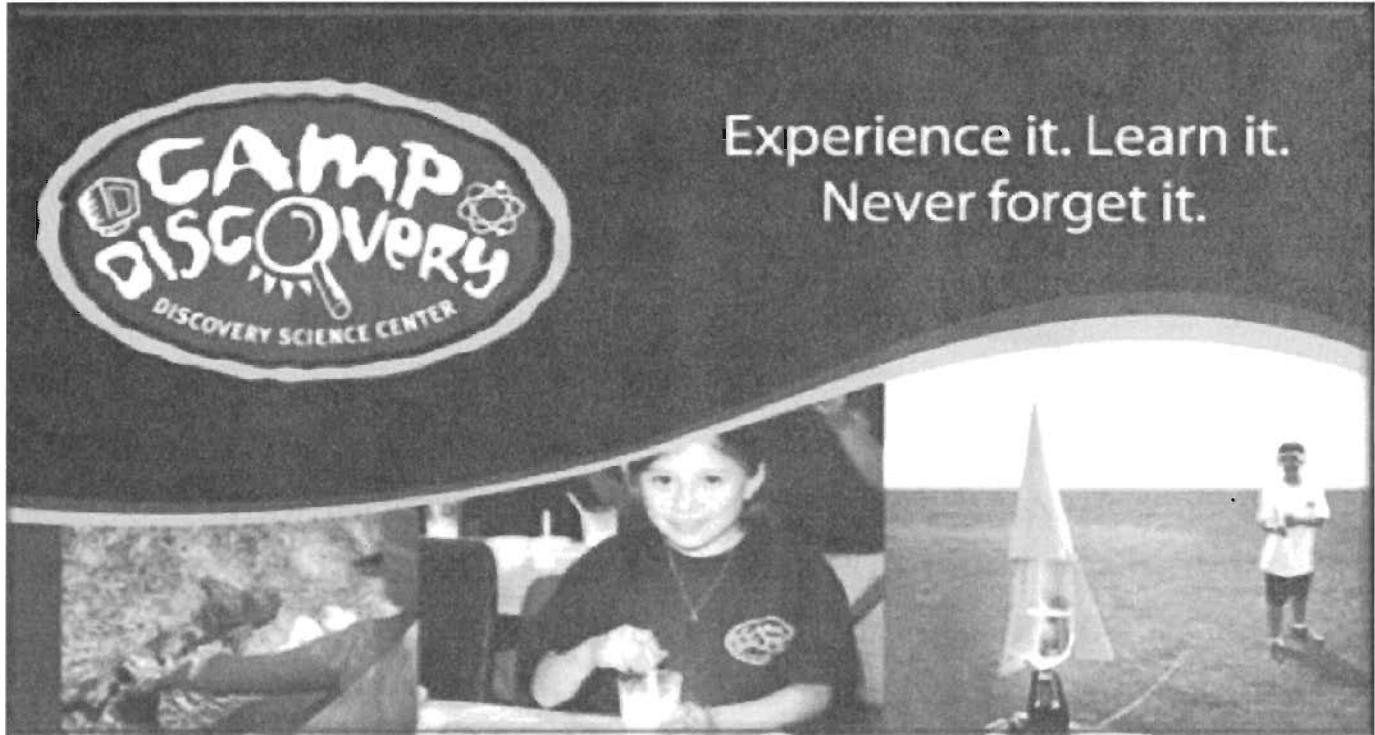


Two years ago, the Discovery Science Center acquired the Future Scientists and Engineers of America (FSEA), a science and engineering, kit-based program with over 60 hands-on kits for students and families. These kits will be made available for programming at HDSC.

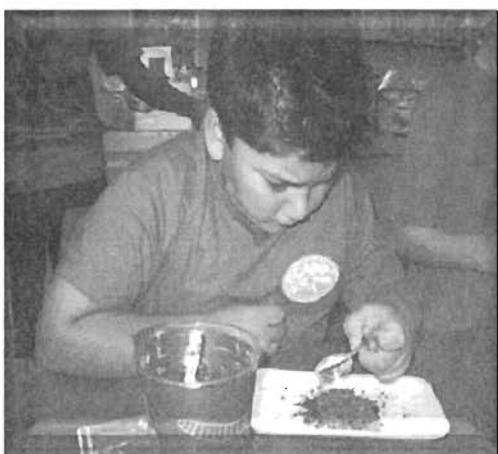
Summer Camp Programming



Experience it. Learn it.
Never forget it.

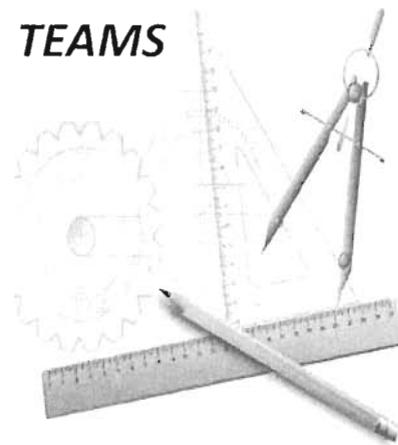


Experience in developing content and running summer camp programs for science center based summer camp programs. Discovery Science Center programs are taught to over 600 students annually in Orange County.



Teacher Training

TEAMS

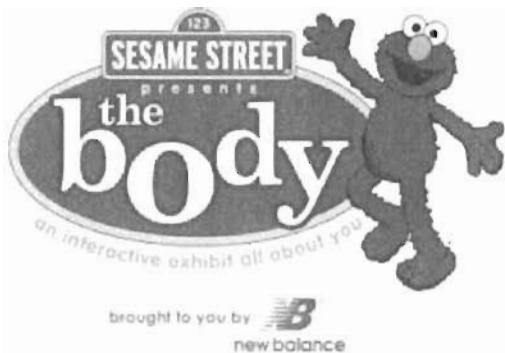


*Teacher
Education
Advancement in
Math and
Science*

DSC creates and delivers professional development programs for over 600 pre-service and in-service, classroom teachers annually both at DSC and at partnership universities in Southern California, including California State Universities at Fullerton and Long Beach, Chapman University, University of California, Irvine, and others.



Marketing Efficiencies



Marketing the Science Center as a Destination

Discovery Science Center has experience in Marketing a Science Center as a destination as we have internal Marketing, Advertising, Website management, and PR Departments. DSC utilizes search engine optimization tools to increase traffic to our website. Discovery Science Center intends to leverage the following:

- Marketing strategies,
- Website management,
- Social media management for campaigns on Facebook, Twitter, and Blogs,
- On-line ticket sales experience,

Marketing Educational Programs

Additional leverage opportunities:

- Share distribution channels for marketing of education programs to schools and teachers throughout Orange, Los Angeles, Riverside and San Bernardino Counties.
- Replicate existing education catalog template for all grade levels and gain cost benefit for orders.
- Share Discovery Science Center's Education Contact Database.

Bookings Efficiency

Manage the field trip bookings process and utilize Discovery Science Center's existing database to track sales and information.

- Leverage existing Membership Program to process and track members,
- Experience in programming Member's Only events,
- Develop strategies for membership retention



Fundraising Efficiencies



Development Leadership

- Provide strategy, leadership, training and support to a fundraising team that will grow the Hansen Dam Science Center
- Provide training and support for Raiser's Edge donor database for Hansen Dam Science Center
- Provide knowledge of foundations and corporate grants to support science center programming
- Utilize crossover opportunities on DSC Board of Directors

Donor Crossover Opportunities



There are several Directors on the Board of the DSC that share a vested interest in both Orange County and Los Angeles communities. The following are just a few of the cross-over companies that already have leadership on the DSC Board and could leverage their leadership and investment in Science Education to potentially support programming from a new Science Center in L.A. as well.

Companies in L.A. and O.C.:



GIBSON,DUNN&CRUTCHER® LLP



Finance / HR / & IT Efficiencies



Discovery Science Center has internal Finance, HR, and IT Departments and will provide support to HDSC in these areas:

Finance

- Strategic planning
- Budgeting and forecasting
- Payroll
- Accounting system
- Internal control policies and procedures
- Government / grant reporting and compliance
- Tax and audit



Human Resources

- Labor law compliance
- Company policy guidance and compliance
- Employee benefits (including health, dental, and 401K)
- Training
- 'Silent Whistle' employee complaint system

Information Technology (as space is available)

- Wide area network
- Servers for Shared Databases
- POS system
- Membership system
- Email
- PCI compliance
- Network and system monitoring and maintenance

Make science education part of the solution.



Joe Adams, President
2500 N. Main Street
Santa Ana, CA 92705
jadams@discoverycube.org
714-913-5006

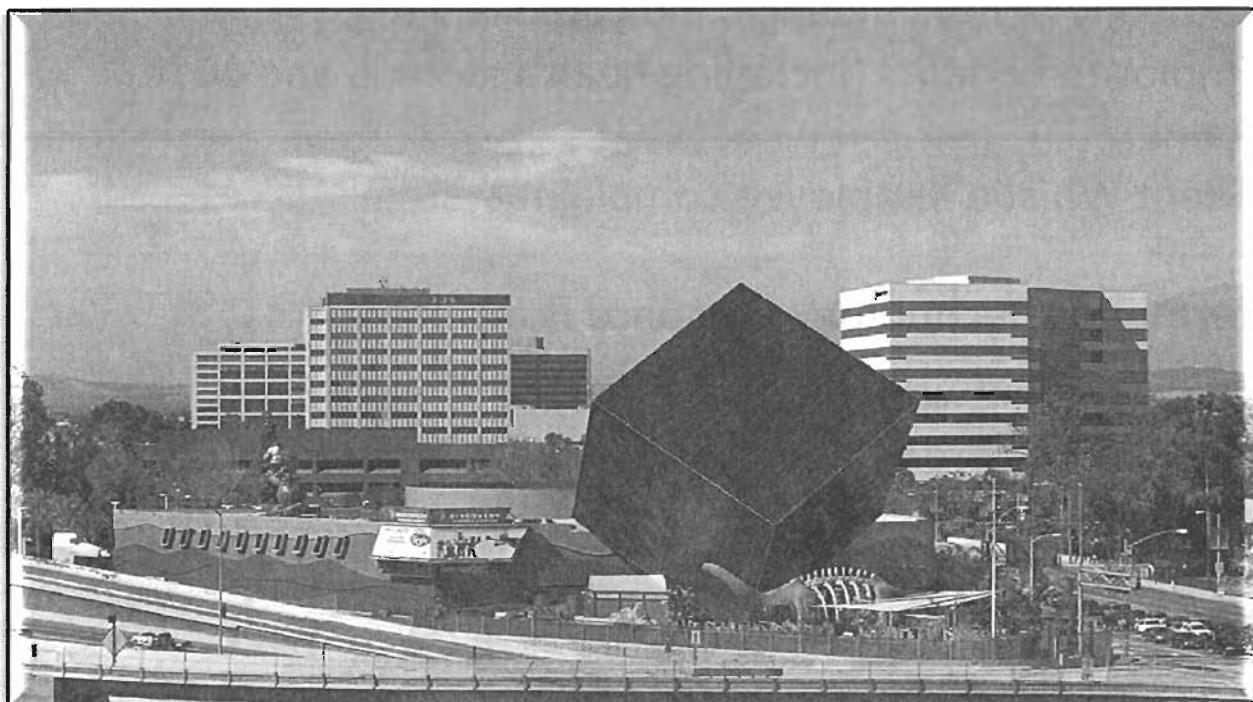
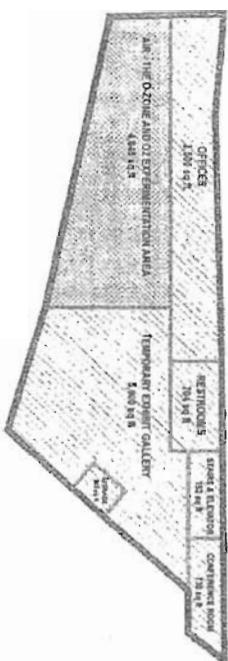


Exhibit-B
Hansen Dam Nature Education Center Conceptual Plan

HANSEN DAM SCIENCE CENTER

SECOND FLOOR



FIRST FLOOR

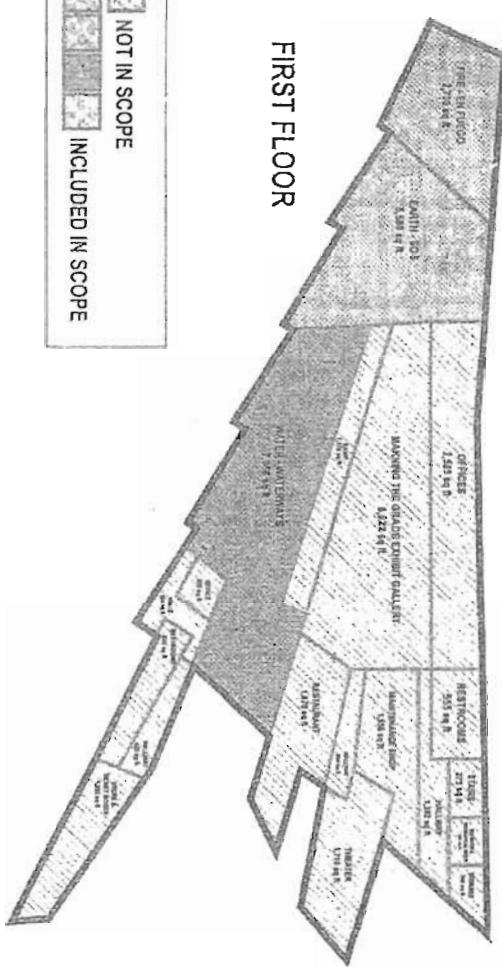


Exhibit C
Section 1022 Review Report

PERSONNEL DEPARTMENT CONTRACT REVIEW REPORT

1. Requesting Department: Department of Recreation and Parks

2. Contacts

Department: Michael A Shull Phone No. (213)202-2655 Fax No. (213) 202-2611
CAO: Bernyce Hollins Phone No. (213) 473-7547 Fax No. (213) 473-7512

3. Work to be performed:

The Department of Recreation and Parks has identified Discovery Science Center, a Santa Ana, California based museum operator, to manage, operate, and maintain a children's museum facility at the Hansen Dam Park. The scope of work includes acquisition, design, operation, interpretation, and maintenance of interactive exhibits; the development of interpretative programs and content based on nature and environmental education for use during school field trips, after school learning, and summer camps' facility marketing advertising, website, and public relations management;

4. Is this a contract renewal? Yes No

5. Proposed length of contract: 30 years

Proposed Start Date: June 2012

6. Proposed cost of contract (if known): \$0 (Grant funded by State of California)

7. Name of proposed contractor: Discovery Science Center

8. Unique or special qualifications required to perform the work:

The contract requires ability to manage and oversee the construction, development, or acquisition of a state-of the-art interactive exhibit program. In addition, experience is required in developing and interpreting educational programs and content for youth, specifically programs designed to align with the current California Science Content Standards. The contract requires knowledge of grant acquisition and administration.

9. Are there City employees that can perform the work being proposed for contracting?

Yes ; No ; City employees can perform some of the work.

| Classification | Departments | List Expires |
|---|---|--------------|
| Art Curator | Cultural Affairs | No List |
| Architect | Airports, DWP, GSD, Harbor, Planning, PW Engineering, and Rec and Parks | 2/8/2011 |
| Carpenter | Various | 4/2/2011 |
| Civil Engineer | Airports, DWP, GSD, Harbor, Planning, PW Engineering, and Rec and Parks. | 3/31/2011 |
| Civil Engineering Drafting Technician | Airports, DWP, GSD, Harbor, Planning, PW Engineering, Rec and Parks, Transportation | Continuous |
| Construction and Maintenance Supervisor | Airports, DWP, Harbor, PW, Rec and Parks, Zoo | No List |

| | | |
|-------------------------------------|---|-----------|
| Development and Marketing Director | Cultural Affairs, Library, Rec and Parks, and Zoo | No List |
| Electrical Engineer | Airports, DWP, GSD, Harbor, Planning, PW Engineering, Rec and Parks, Transportation | No List |
| Electrician | Airports, Convention Center, DWP, GSD, Harbor, PW, Police, Rec and Parks, and Zoo | No List |
| Gardener Caretaker | Airports, Convention Center, DWP, GSD, Harbor, PW, Rec and Parks, and Zoo | No List |
| Graphic Designer | Airports, Cultural Affairs, Harbor, ITA, Library, Personnel, Planning, Police, PW, Rec and Parks, Transportation, and Zoo | No List |
| Landscape Architect | Harbor, PW Sanitation, Rec and Parks, and Zoo | No List |
| Maintenance and Construction Helper | Various | 7/20/2012 |
| Painter | Airports, Convention Center, DWP, GSD, Harbor, PW, Police, Rec and Parks, and Zoo | Reserve |
| Park Services Attendant | Rec and Parks and Zoo | Reserve |
| Public Relations Specialist | Airports, Animal Services, Convent Center, DWP, Emergency Preparedness, Harbor, Library, Police, PW Sanitation, and Zoo | 3/23/2011 |
| Recreation Coordinator | Recreation and Parks | No List |
| Recreation Facility Director | Recreation and Parks | No List |
| Structural Engineer | Building and Safety, DWP, Harbor, and PW Engineering | No List |
| Zoo Curator of Education | Zoo | No List |

If yes,

- Which class(es) and Department(s): See above.
- Is there sufficient Department staff available to perform the work? Yes No
- Is there a current eligible list for the class(es)? Yes No Expiration Date: See above.
- Estimated time to fill position(s) through CSC process? 2 to 8 months depending on the class.
- Can the requesting department continue to employ staff hired for the project after project completion? Yes No Unknown and may vary depending on the type of work.
- Are there City employees currently performing the some of the work? Yes No

10. Findings

- City employees DO NOT have the expertise to perform the work
 City employees DO have the expertise to perform some of the work

Check if applicable (explanation attached) and send to CAO for further analysis
 Project of limited duration would have to layoff staff at end of project

- Time constraints require immediate staffing of project
- Work assignment exceeds staffing availability

SUMMARY:

The Department of Recreation seeks to engage in a contractual agreement with Discover Science Center to plan, construct, operate, and maintain a Children's Museum at the Hansen Dam Park. There are several City classifications that can perform some of the work, however, there is not a classification whose core duties to comprehensively plan and operate a learning facility geared toward children.

| Submitted by | Reviewed by | Approved by | Date |
|--|--|---------------------------------------|------|
| Cathy T. Tanaka Sr. Personnel Analyst I | Shelly Del Rosario Sr. Personnel Analyst II | Raul Lemus Chief Personnel Analyst | |