

## ***Exxon Valdez Oil Spill: The Continuing Legacy***

Project Number:

Restoration Category:

Proposer: Alaska Sealife Center

Lead Trustee Agency:

Cooperating Agencies:

Alaska SeaLife Center: Yes

Duration: 1<sup>st</sup> year, 2 year project

Cost FY 01: \$50,000.00

Cost FY 02: \$15,000.00

Geographic Area: Prince William Sound, Kenai Peninsula, Kodiak

Injured Resource: Bald Eagle, Black Oystercatcher, Clams, Common Murre, Marbled Murrelet, Mussels, Pacific Herring, Pink Salmon, Sea Otter, Sockeye Salmon, Harbor Seal, Harlequin Duck, Killer Whale, Pigeon Guillemot.

### ***ABSTRACT***

“Exxon Valdez Oil Spill: The Continuing Legacy” is an interactive exhibit designed to inform the public about the current status of wildlife species injured by the spill. It will combine pieces of the existing exhibit “Legacy of an Oil Spill, 10 Years After” with new audio and visual components that will allow easy updating of information as the status of injured species changes over time. This exhibit will be a permanent installation at the Alaska SeaLife Center and will serve for years as a source of public dissemination to hundreds of thousands of visitors.

## ***INTRODUCTION***

The restoration being proposed is the effective dissemination of information to the public about the current status of species injured by the Exxon Valdez Oil Spill. We will use at least two of the existing text panels and the 16x8 foot mural from the "Legacy of an Oil Spill, 10 Years After," and combine them with new components to create an interactive experience that is engaging and easy to update. The existing text panel on the Exxon Vadez Oil Spill Trustee Council will be retained to explain what the Council is and how the settlement money was divided. The panel describing the Restoration Plan will also be retained. A new panel will be developed which describes how the Alaska SeaLife Center (ASLC) was funded and how it fits into the Restoration Plan. The centerpiece of the exhibit will be the combination of the 16x8 foot mural depicting the wildlife of Prince William Sound with audio wands that explain the status of the wildlife. A new graphical key to the mural will be developed that identifies selected species by number. Visitors will be able to pick up an audio wand and type in the number of the species in which they are interested. They will then hold the wand to their ear and hear a brief message describing the injury to that species and the its current status, including descriptions of any research taking place on that species. Visitors will have at least fourteen different messages to choose from. We will also build three acrylic cases that will be filled with rocks to represent beach sediment profiles from three different locations in the spill zone. We will incorporate actual oiled rocks into these profiles to give visitors a clear picture of the location and condition of the oil today. A new graphic panel will also be developed to interpret these beach profile displays. The rocks will be removable and can be rearranged as new data becomes available on the status of the oil. The work for FY 00 will be to design, fabricate, and install the entire exhibit. The work for FY 01 will be to update the audio component with new messages to reflect the latest knowledge about the injured species and the research that is focused on them.

## ***NEED FOR THE PROJECT***

### ***A. Statement of Problem***

The problem that this project addresses is reaching large numbers of the public with up-to-date information on diverse projects. The study of species injured by the Exxon Valdez Oil Spill is undertaken by many different agencies and institutions. Gathering the information gained from these studies at one central location is important to disseminating an accurate picture of the overall effects and recovery progress from the Exxon Valdez Oil Spill. While the Oil Spill Public Information Office does a wonderful job of gathering information on these diverse projects and producing regular publications, they do not provide a public exhibit setting as attractive as the Alaska Sealife Center. The Alaska Sealife Center has had nearly 350,000 visitors during its first two years of operation. This includes thousands of school students from both Alaska's urban centers and bush villages like Shaktoolik and Razdolna. The Alaska Sealife Center's exhibit hall provides an ideal opportunity to reach large numbers of the visiting public with Exxon Valdez Oil Spill information. The impact of this information is heightened by the

presence of live examples of many of the species on exhibit at the Sealife Center. The species which are included in the mural and will be interpreted with audio messages are:

1. Bald Eagle
2. Black Oystercatcher
3. Clams
4. Common Murre
5. Marbled Murrelet
6. Mussels
7. Pacific Herring
8. Pink Salmon
9. Sea Otter
10. Sockeye Salmon
11. Harbor Seal
12. Harlequin Duck
13. Killer Whale
14. Pigeon Guillemot

***B. Rationale***

This work should be done because of its potential to reach large numbers of people with up-to-date information about the Exxon Valdez Oil Spill. The public needs access to such information in order to dispel popular misconceptions and to help create an informed constituency that can participate in discussion and policy-making on oil spill related issues.

***C. Location***

This project will be undertaken at the Alaska SeaLife Center. Some of the exhibit design and fabrication may be contracted with a company in Anchorage or elsewhere.

## ***COMMUNITY INVOLVEMENT AND TRADITIONAL KNOWLEDGE***

During the research for the audio components, community facilitators will be contacted for information on the local perspective regarding the species in question. Where appropriate, local anecdotal information will be included along with scientific data in the final audio messages that are prepared for the public. In any case where such information is used, community facilitators and the Traditional Ecological Knowledge Specialist will be consulted for review of the final audio messages.

Community outreach will also include providing complimentary tickets to the Alaska SeaLife Center to local Native Alaskan families, especially those that can not visit without admission assistance. The ASLC will donate 100 adult tickets and 200 tickets for children ages 7-12, and requests matching support from the Trustee Council. Community outreach personnel from local tribal groups and Native corporations will distribute the tickets to families. This will encourage participation and interaction with the exhibit, and we find that Native visitors often provide interesting, relevant information to ASLC interpreters and other visitors.

## ***PROJECT DESIGN***

### ***A. Objectives***

1. To provide up-to-date information to the public on species injured by the Exxon Valdez Oil Spill in a location that will reach a large number of people.
2. To provide a concrete visual display of where oil lies today at selected beaches.
3. To explain the makeup and role of the Exxon Valdez Oil Spill Trustee Council.
4. To explain how and why the construction of the Alaska Sealife Center was funded.
3. To create an interactive audio experience that is both engaging and informative.
4. To create an exhibit that is easy to update.
5. To create a visually attractive exhibit that grabs attention.

### ***B. Methods***

We chose to use a combination of methods to disseminate information to the public. These methods will be visual in the form of text, pictures, artwork, and a full scale display of beach sediment and audio in the form of recorded messages about selected species. This combination of methods will accommodate diverse learning styles and increase the effectiveness of the exhibit. One of the best things about using programmable audio wands for the audio messages is that it allows the public to actively choose the

information they want to hear. One visitor may only care about sea otters, while another may want to listen to every message. This kind of visitor control increases the appeal of the exhibit. The audio component also provides a nice alternative to much of the other information at the Alaska Sealife Center, which is mostly presented in a non-audio format. Additionally, the exhibit design uses existing elements from another exhibit, which helps control cost and extend the useful life of a previous Trustee Council funded project.

### ***Cooperating Agencies, Contracts, and Other Agency Assistance***

We anticipate a need for cooperation from principal investigators of many different projects in providing information on their projects and helping to review final audio messages.

We anticipate the need for cooperation from whomever it is that conducts periodic surveys of beach sediment and oil condition in the field. We do not plan to travel to the beaches and collect oiled rocks ourselves, nor have we requested a budget for such activity. We will request collection of rocks and other beach profile information through the Exxon Valdez Oil Spill Public Information Office or other appropriate agencies.

We plan to contract out the production of the new poster graphics to the private sector, most likely to the same company, Art Services North, that produced “Legacy of an Oil Spill, 10 Years After.” This will ensure consistency in the look and feel of new components with the existing components we plan to use.

We will also pay a private company to provide sound recording services, since this is an area involving specialized knowledge and equipment not available at the Alaska Sealife Center.

## ***SCHEDULE***

### ***A. Measurable Project Tasks for FY 01***

- |             |  |
|-------------|--|
| February 1: | Complete design of new exhibit panels and components.      |
| March 1:    | Complete research and writing of audio messages.           |
| March 15:   | Complete recording of audio messages.                      |
| April 1:    | Complete fabrication of new exhibit panels and components. |
| April 15:   | Complete installation of exhibit.                          |

### ***B. Project Milestones and Endpoints***

- March 15: Create an interactive audio experience that is both engaging and informative.
- April 1: Create an exhibit that is easy to update. Create a visually attractive exhibit that grabs attention.
- April 15: Provide up-to-date information to the public on species injured by the Exxon Valdez Oil Spill in a location that will reach a large number of people. Provide a concrete visual display of where oil lies today at selected beaches. Explain the makeup and role of the Exxon Valdez Oil Spill Trustee Council. Explain how and why the construction of the Alaska Sealife Center was funded.
- April 15, FY02: Provide updated audio information on species injured by the Exxon Valdez Oil Spill.

### ***C. Completion Date***

This project will be completed by April 15, 2002.

### ***PUBLICATIONS AND REPORTS***

We do not plan to submit any manuscripts for publication in relation to this project, though we certainly will provide press releases and marketing support to advertise the opening of the new exhibit.

### ***PROFESSIONAL CONFERENCES***

We do not plan to attend any professional conferences in relation to this project.

### ***COORDINATION AND INTEGRATION OF RESTORATION EFFORT***

This project will require close coordination with many Trustee Council funded projects. We will be seeking the latest status and descriptions of the latest research taking place on the injured species that are depicted in the mural. Some of this information will be available from the Oil Spill Public Information Office, but much of it will have to be gathered directly from Principal Investigators and community facilitators. Some of the projects are housed at the Alaska SeaLife Center, so the information is readily at hand. Others will require coordination with state and federal agencies. Part of the beauty of this project is the gathering of all of this diverse information into one exhibit that will reach thousands of people. As far as public education goes, this project really embodies coordination and integration of the entire restoration effort.

***PROPOSED PRINCIPAL INVESTIGATOR***

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**2001 EXXON VALDEZ TRUSTEE COUNCIL PROJECT BUDGET**

October 1, 2000 - September 30, 2001

<b>Budget Category:</b>	Authorized FY 2000	Proposed FY 2001				
Personnel		\$7.1				
Travel		\$0.4				
Contractual		\$19.3				
Commodities		\$0.0				
Equipment		\$14.1	LONG RANGE FUNDING REQUIREMENTS			
Subtotal	\$0.0	\$40.9				Estimated FY 2002
Indirect	15%	\$6.1				
Project Total	\$0.0	\$47.0				\$15.0
Full-time Equivalents (FTE)		0.2				
Dollar amounts are shown in thousands of dollars.						
Other Resources		\$2.6				
<p>Comments:</p> <p>The conservative indirect rate of 15% accounts for overhead costs of operating the public education/exhibits component of the Alaska SeaLife Center, including maintenance and operation of exhibit space, marketing to increase attendance , ticketing, interpretive services, clerical and accounting support, and administrative supervision.</p> <p>Approximately \$400 is budgeted for the P.I. to attend the Trustee Council's Annual Restoration workshop in Anchorage.</p> <p>NOTE: In a revision from the budget originally submitted, the SeaLife Center will provide admission assistance of \$2,600 for Native Alaskan families to enhance community involvement and participation (noted in "Other Resources"). Tickets purchased at full price by the 150,000 to 200,000 annual visitors to the ASLC who will interact with the exhibit can also be considered as other resources.</p>						

**FY01**

Prepared:

12-Apr-00

Project Number:  
 Project Title: "Exxon Valdez Oil Spill: The Continuing Legacy"  
 Name: The Alaska SeaLife Center



**2001 EXXON VALDEZ TRUSTEE COUNCIL PROJECT BUDGET**

October 1, 2000 - September 30, 2001

<b>Personnel Costs:</b>			Months Budgeted	Monthly Costs	Overtime	
Name	Position Description					
Jim Pfeiffenberger (P.I.)	Exhibits Manager Responsible for research and writing of exhibit text and administering project		1.5	3690.00		
Cliff Menzel	Maintenance Supervisor Responsible for installation of exhibit		0.5	3290.00		
Subtotal			2.0	6980.00	0.0	
			<b>Personnel Total</b>			
<b>Travel Costs:</b>			Ticket Price	Round Trips	Total Days	Daily Per Diem
Description						
Travel for Jim Pfeiffenberger (P.I.) to attend Trustee Council Annual Restoration Workshop in January, 2001 (No ticket needed-- R/T 250 miles by car @ \$0.31/mile)			77.00	1	2	125.00
			<b>Travel Total</b>			

**FY01**

Prepared: 12-Apr-00

Project Number:  
 Project Title: "Exxon Valdez Oil Spill: The Continuing Legacy"  
 Name: The Alaska SeaLife Center

**2001 EXXON VALDEZ TRUSTEE COUNCIL PROJECT BUDGET**

October 1, 2000 - September 30, 2001

<b>Contractual Costs:</b>	
Description	
Audio mastering (recording and editing) information for audio sticks @ 10 studio hours x \$100/hour	
Contractual services with Art Services North to produce the following exhibit components: Title panel, panel describing the EVOS funding that built the SeaLife Center, and graphic panels with numbered identification keys for each species on the mural Railing and deck on which identification keys and racks for the audio wands are mounted	
Printing and mailing costs for flyer publicizing new exhibit to ASLC members, public schools, and others 5,000 2-color pieces, including graphic layout, printing, and postage	
<b>Contractual Total</b>	
<b>Commodities Costs:</b>	
Description	
<b>Commodities Total</b>	

<b>FY01</b>	12-Apr-00	Project Number: Project Title: "Exxon Valdez Oil Spill: The Continuing Legacy" Name: The Alaska SeaLife Center
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Prepared:	Number of Units	Unit Price	
Ten-wand audio sound stick system	1	7.5	

**2001 EXXON VALDEZ TRUSTEE COUNCIL PROJECT BUDGET**

October 1, 2000 - September 30, 2001

<b>New</b>	Software for audio updating capability	1	5.0
<b>Des</b>	Lighting fixtures to highlight exhibit	10	\$80.00
	Acrylic cases to display beach profiles	3	\$250.00
			<b>New Equipment Total</b>
			Number of Units
<b>Tho:</b>	Wall mural (4 panels each 4' x 8') from the current EVOS exhibit at ASLC, showing species injured in spill	1	
<b>Existing Equipmer</b>	(Original cost \$4,058)		
<b>Description</b>	EVOS information panels from current exhibit (Original cost \$2,560)	2	

**FY01**

12-Apr-00

Project Number:  
 Project Title: "Exxon Valdez Oil Spill: The Continuing Legacy"  
 Name: The Alaska SeaLife Center

Prepared: