



THE STATE
of **ALASKA**
GOVERNOR MICHAEL J. DUNLEAVY

Department of Natural Resources

DIVISION OF PARKS AND OUTDOOR RECREATION
DESIGN AND CONSTRUCTION

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August 16, 2019

Elise Hsieh
Exxon Valdez Oil Spill Trustee Council
4230 University Drive, Suite 220
Anchorage, AK 99508-4650

RE: Project Proposal 2020-2021

Dear Ms. Hsieh,

We appreciate the opportunity to provide this proposal for interpretive services and products for the *Exxon Valdez* Oil Spill Trustee Council (EVOSTC, or the Council) for \$49,050.00. The EVOSTC office and Interpretation and Education Unit of the Division of Parks and Outdoor Recreation (DPOR) have collaborated on this proposal

The Interpretation and Education Unit has over 40 years of experience in writing and designing interpretive media throughout Alaska. Our office uses methods identified by the National Association of Interpretation. These methods do more than merely listing facts for public consumption, they work to provide intellectual and emotional connections with the audience. Effective interpretive media creates meaningful connections to a resource and opportunities for developing stewardship.

This proposal is for the purpose to expand our services to include interpretation and outreach services for EVOSTC within the *Exxon Valdez* oil spill area, on EVOSTC parcels, and/or on DPOR managed lands. The goal of the additional funding request is to enhance EVOSTC's public outreach by informing and educating the public about the *Exxon Valdez* oil spill event, its lasting impacts to the State of Alaska, and achievements to mitigate those impacts on spill-affected habitats, species, and services. Task will be identified by the EVOSTC office.

Outreach materials are designed for relevance to a current audience whereas static interpretation, such as panels, are written and designed to retain relevance for up to ten years. It is vital to build a new generation of stewards for the spill area and foster an understanding of that critical event in Alaska's history and to appreciate the work of the Council.

Materials would tell the story of the *Exxon Valdez* oil spill, the Council, and the habitat conservation, enhancement, and/or restoration projects that have taken place or are taking place at the identified sites. Content can include information regarding support for EVOS-affected species and habitat restoration using before and after themes. Projects that include panels should be generic enough to be adapted and fabricated for additional EVOSTC habitat enhancement sites as appropriate, and each of these locations would lie within the Kenai/Prince William Sound Area managed by DPOR.

DPOR will work closely with EVOSTC in locating photographs and other graphics for this project as well as final edits in the writing process. If original graphics, products, or services are needed that would exceed the proposed budget, we can consider amending the budget. If scope changes occur, cost savings or additions will be reflected in final billing.

DPOR will invoice EVOSTC no later than 90 days upon completion of each project. A detailed breakdown of proposed services and fees is attached.

Sincerely,



Shawna L. Popovici
Interpretation and Education Unit Manager
DNR - Division of Parks and Outdoor Recreation

EVOSTC HABITAT RESTORATION or ENHANCEMENT PROJECT PROPOSAL FORM

Does this proposal contain confidential information? Yes No (a personal resume is attached, all other information is not confidential)

Project Number and Title

20180119 EVOS Outreach and Education Project

Primary Proposer(s) and Affiliation(s)

Shawna Popovici, State of Alaska, Department of Natural Resources
 Rys Miranda, State of Alaska, Department of Natural Resources

Date Proposal Submitted

August 16, 2019

Project Abstract

The EVOS Outreach and Education project proposal is for the purpose to continue the work the *Exxon Valdez* Oil Spill Trustee Council (EVOSTC, or the Council) has requested which includes interpretation and public outreach services within the *Exxon Valdez* oil spill area, on EVOSTC parcels, and/or on DPOR managed lands.

This project will work to enhance EVOSTC’s public outreach by informing and educating the public about the *Exxon Valdez* oil spill event, its lasting impacts to the State of Alaska, and its achievements to mitigate those impacts on spill-affected habitats, species, and services. Thus, new interpretive materials created will tell the story of the *Exxon Valdez* oil spill, the Council, and the habitat conservation, enhancement, and/or restoration projects that have taken place or are taking place at the identified sites. Final tasks will be identified by the EVOSTC office.

EVOSTC Funding Requested* (must include 9% GA)4

FY20	FY21	FY22	FY23	FY24	TOTAL
\$49,050.00	-	-	-	-	\$49,050.00

Non-EVOSTC Funds to be used, please include source and amount per source:

FY20	FY18	FY22	FY23	FY24	TOTAL
NA	-	-	-	-	NA

**If the amount requested here does not match the amount on the budget form, the request on the budget form will be considered to be correct.*

1. PROJECT EXECUTIVE SUMMARY

The Proposal:

The goal of the additional funding request is to enhance EVOSTC’s public outreach by informing and educating the public about the *Exxon Valdez* oil spill event, its lasting impacts to the State of Alaska, and its achievements to mitigate those impacts on spill-affected habitats, species, and services. Thus, interpretive materials created will tell the story of the *Exxon Valdez* oil spill, the Council, and the habitat conservation, enhancement, and/or restoration projects that have taken place or are taking place at the identified sites.

Overall Goal:

Interpretation creates opportunities for intellectual and emotional connections between the resource and the audience, that encourages stewardship. It is vital to build a new generation of stewards for the spill area and foster an understanding of that critical event in Alaska’s history and to appreciate the work of the Council.

Interpretive Content:

The department strives to strike a balance between resources protection and recreational access. Interpretive content can include information regarding support for EVOS-affected species and habitat restoration using before and after themes and prompting responsible recreational use. Projects that include static interpretive panels should be generic enough to be adapted and fabricated for additional EVOSTC habitat enhancement sites as appropriate, and each of these locations would lie within the *Exxon Valdez* oil spill area, EVOSTC parcels, and/or within Kodiak or Kenai/Prince William Sound Areas managed by DPOR. Tasks will be identified by the EVOSTC office.

2. PROJECT HISTORY

This request, although a new project proposal, parallels previously funded EVOSTC projects for the 30th anniversary film, posters, traveling display and static interpretation panels/displays. The displays at Dimond Creek (Homer), Eshamy Bay (Prince William Sound), and Mineral Creek (Valdez) were completed with great success and continued throughout this year with outreach projects at the Mullen Parcel (Soldotna) and other high-priority sites in Cook Inlet, Prince William Sound, and Kodiak.

EVOSTC also previously funded six DPOR fish habitat restoration projects that received static interpretive displays. Those projects focused on habitat restoration and protection of spill-area ecosystems that support numerous species affected by the *Exxon Valdez* oil spill. Those projects were located at the Kenai River Flats, Kenai River Ranch and Eagle Rock (Kenai), as well as Crooked Creek (Kasilof), Pipeline Crossing (Soldotna), and Anchor River (Anchor Point).

3. PROJECT DESIGN

A. Objectives

This proposal is for the purpose to expand our services to include interpretation and public outreach services for EVOSTC within the *Exxon Valdez* oil spill area, on EVOSTC parcels, and/or on DPOR managed lands.

B. Procedural and Scientific Methods

Our office uses interpretation methods identified by the National Association of Interpretation (NAI).

C. Description of Study Area

The focus of the interpretation would be areas within the *Exxon Valdez* oil spill area and protected parcels that were identified as priorities by the EVOSTC. These parcels were procured for habitat restoration and for creating recreational opportunities, allowing for continued public access.

4. MANGEMENT AND PERSONNEL

A. Management

Project Manager: Shawna Popovici – DPOR Interpretation and Education Unit Manager

DPOR Agency Land Managers:

- Jack Blackwell – Superintendent of Kenai/Prince William Sound Region
- Ben Shryock – Ranger II of the Kodiak Region

Project Staff:

- Natural Resource Specialist: Molly Trainor
- Publication Specialist II: Margaret (Meg) Anderson
- Publication Specialist II: Robert (Mat) Stephens

B. Personnel Qualifications

Senior Personnel/Project Manager on the project is Shawna L. Popovici. Her resume is attached.
 Division of Parks and Outdoor Recreation’s (DPOR) Interpretation and Education Unit
 550 W. 7th Avenue, Suite 1340 | Anchorage, AK | 99501-3565
shawna.popovici@alaska.gov
 907-269-8742

The project manager has been working professionally in the interpretation and outreach field since 2001. In addition to the project manager’s 18 years of experience, the Interpretation and Education Unit’s project staff has 35 years of collective experience within this unit at Alaska State Parks, and over 40 years working in the interpretation and education field.

There are no prior collaborators on this project as it is a new proposal.

5. DELIVERABLES

Tasks will be identified by the EVOSTC office and could include, but are not limited to: static interpretive displays at EVOSTC procured sites within the *Exxon Valdez* oil spill area, outreach or education materials (brochures, banners, posters, bulletins, booklets, social media or interpretive videos, etc.), and interpretation and education programs.

Cost estimates and labor hours for tasks were based on former work with the EVOSTC and other agencies.

6. PROJECT STATUS OF SCHEDULED ACCOMPLISHMENTS

DPOR will complete task billing no more than 90 days upon completion of each task, with final reporting to be completed before January 31, 2021.

Milestone/Task	FY20			
	1	2	3	4
Milestones				
Task 1 identification	X			
Task 1 implementation			X	
Final task identification		X		
Final tasks implementation				X
Reporting				
FY work plan	X			
Final report				X

7. BUDGET

A. Budget Summary Table

Budget Category	FY20			Total Proposed
<i>Personnel</i>	37,428.00			37,428.00
<i>Travel</i>	2,572.00			2,572.00
<i>Contractual</i>	3,000.00			3,000.00
<i>Commodities</i>	2,000.00			2,000.00
<i>Subtotal</i>	45,000.00			45,000.00
<i>GA (9% of subtotal)</i>	4,050.00			4,050.00
<i>Project Total</i>	49,050.00			49,050.00
<i>Other Resources (Cost Share Funds)</i>	NA			NA

B. Sources of Additional Funding

NA

8. Literature Cited

NA

9. Project Support

These projects are highly supported by the Kenai River Special Management Area (KRSMA) Advisory Board.

COST ESTIMATE

FIRM: Alaska State Parks D&C			PROJECT TITLE: EVOS Outreach and Education									
TASK NO:	Interp	TASK DESCRIPTION: Interpretation Services								DATE: 8/21/2019		
GROUP:	1	METHOD OF PAYMENT: FP FPPE T&E CPFF			PREPARED BY: Shawna Popovici							
SUB-TASK NO.	SUB-TASK DESCRIPTION	LABOR HOURS PER JOB CLASSIFICATION										
		Interp Manager	Graphic Designer	Content Writer								
1	Site Visits	16.0		16.0								
2	Budgeting/Communication	14.5										
3	Research (writing)	30.0		112.5								
4	Layout Design	30.0	112.5									
5	Editing and Review	38.0	22.0	22.0								
6	Final Site Visit/Install	8.0		8.0								
TOTAL LABOR HOURS		136.5	134.5	158.5	0	0	0	0	0	0	0	0
* LABOR RATES (\$/HR)		\$91.00	\$94.00	\$78.00								
LABOR COSTS (\$)		\$12,421.50	\$12,643.00	\$12,363.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
EXPENSES					COMMENTS: The process for writing, designing, editing, and fabricating interpretive or outreach products includes on-site evaluation, communication with field staff and stakeholders, research, writing, prior to the design and editing phase. Site visits will need to be made at the beginning and end of the project. During the review period, the manager makes editing decisions and further communication with experts in the topic as well as the client. The remaining costs include fabrication and shipping as well as any supplies needed for the project.							
SUB-TASK NO.	ITEM(S)	QUANTITY	UNIT PRICE	TOTAL PRICE								
1	Airfare, lodging, vehicle, and per diem	2	\$1,286.00	\$2,572.00								
2	Fabrication and Shipping	6	\$500.00	\$3,000.00								
3	Supplies	1	\$2,000.00	\$2,000.00								
				\$0.00								
				\$0.00								
				\$0.00								
				\$0.00								
TOTAL EXPENSES:					\$7,572	FIRM'S TOTAL COST OF LABOR (or Fixed Price):			\$37,428			
						IF CPFF, TOTAL INDIRECT COST @			0.00%	\$0		
						FIRM'S TOTAL EXPENSES			\$7,572			
SUB-CONTRACTORS: Firm Initials and Price Per Task						FIRM'S TOTAL COST (no Subcontracts or Fee)			\$45,000			
FIRM:						Proposal request with 9% GA			\$49,050			
AMOUNT:						TOTAL SUBCONTRACTOR PRICES:			\$0			

* Labor Rates shall be direct labor (base pay) only if Method of Payment is CPFF; otherwise, Labor Rates shall be total rates (i.e. base pay + benefits + overhead + profit.)

SHAWNA L. POPOVICI

6241 AUSTIN ST.; ANCHORAGE, AK 99518

SPOPOVICI@AER-CONTROL.ORG

907.230.4325

QUALIFICATIONS SUMMARY

- Over 5,000 project management hours.
- 18 years of experience in organizational outreach, interpretation, and education.
- Five years of experience in public administration and management within both municipal and state governments.
- Varied background working for private, government, and non-governmental organizations serving youth, community, and the environment.

EDUCATION & TRAINING

Western Washington University	Bellingham, WA
<i>Bachelor of Arts in Recreation and Leisure Services, 2000 (emphasis in Outdoor Recreation and Environmental Education)</i>	
Creative Communications	Nixa, MO
<i>Intern: Summer Camp Specialist and Recreation Program Consultant, 2000</i>	
Peace Corps Training	Ploiesti, Romania
<i>Environmental Consultant Training, Language and Cross-Cultural Training, 2001</i>	
University of Alaska	Anchorage, AK
<i>Public Administration Program Course: Engaging the Community in the Public Process (Prof. Sheila Selkregg); 2007</i>	
<i>Masters of Science Program Courses: Project Management PM601, PM602, PM603; 2011-2014</i>	

EXPERIENCE

- 2019-Present **Dept. Natural Resources – Division of Parks and Outdoor Recreation** Anchorage, AK
Interpretation and Education Unit Manager
- Management responsibilities included strategic planning and annual planning for the unit and public involvement.
 - ~ Administration and Supervision – Manage the Interpretation and Education component of all Alaska State Parks Design and Construction Projects; liaison with Alaska State Parks Outreach Staff. Duties included administering the unit’s annual budget, establishing policies and procedures, monitoring expenses/revenues, administering various grants/contracts as well as the monthly and annual reports. Supervision included scheduling and assigning tasks, hiring, training, developing, supervising and evaluating/disciplining 4 union employees.
 - ~ Public Involvement and Coordination – Our unit coordinates with communities and stakeholders during park master plan updates and community planning efforts on smaller projects.
 - ~ Interpretation Expert/Reference for the State of Alaska – Act as the primary resource on interpretation, outreach, and education, not only for the department, but across the state.
- 2016-Present **Alaska Environmental Resources** Anchorage, AK
Seasonal Operations Manager
- Oversee spring and fall course scheduling, online registrations, invoicing, and payments. Evaluate both online and field test exams to distribute the Method 9 Visible Emission course certifications. Administer contracts for our six larger clients with accounts over \$20,000. The company has over 100 clients and certifies an average of 500 individuals per season.
- 2015-2019 **Prince William Sound Regional Citizens’ Advisory Council** Anchorage, AK
Project Management Assistant
- Direct project support for the Outreach and Education Committee, Scientific Advisory Committee, Legislative Affairs Committee, and Board Governance Committee. Duties included planning and attending community outreach events, preparing board and committee reports, creating committee news outreach reports, etc.
 - Administered the Document Management System (FileMaker Pro) and Document Library.
 - Assisted the Council with implementation of the Extranet transition to the WordPress platform. Duties include planning, project development, usability studies, evaluation of the new features pre- and post-launch.

2014-2015 **MOA Finance Department – Office of the CFO**

Anchorage, AK

Executive Assistant to the CFO

- Liaison to the CFO Office in regards to the SAP Implementation Project. Duties included creation and monitoring of Purchase Requisitions, Short Form Contracts, and Sole Source Memos for project contractors, especially during the SAP QA Analysis.

2009-2014 **MOA Information Technology Dept.**

Anchorage, AK

Executive Assistant to the CIO

- Administrative duties and managerial support for the IT Department – Office of the CIO and Admin Services Division.
- Project Management Assistant to the IT Project Management Team on enterprise-wide projects. This included serving as SAP Training Team Member developing uPerform documents and training materials, including FIN and HCM Business Process Flows.
- Mobile Phone & Stipend Coordinator, IT Coordinator, and Assistant Safety Officer. Assisted IT Contracting Manager with the mobile phone and smartphone contract transition.

2005-2009 **MOA Parks and Recreation Dept.**

Anchorage, AK

Central and Southeast Park Districts Manager

- Management responsibilities included strategic planning and annual planning for the department, development and implementation of parks and recreation programs, facility management, and supervision of staff.
 - ~ Administration and Supervision – Operations of Service Pool, Hilltop Chalet Summer Operations (2006-2008), Fairview Recreation Center (2009), the Bittner House Recreation Office, MOA Summer Camp Operations, City-wide Programs, as well as 50+ parks and greenbelts in the C/SE Park District area. Managed an effective safety program for the Recreation Division. Duties included administering the district budgets, establishing policies and procedures, monitoring expenses/revenues, administering various grants/contracts as well as the monthly and annual reports. Supervision included scheduling and assigning tasks, hiring, training, developing, supervising and evaluating/disciplining 14-50+ employees seasonally.
 - ~ Public Involvement and Coordination – Outreach to eight Central and Hillside Community Councils, various advisory groups (i.e. FNNP User Group and the Hillside District Plan Advisory Group), and other local service organizations or businesses to determine needs and desires in the planning and operations of the district.
 - ~ Programmer Liaison for the Recreation Division – Responsible for the development, implementation, and evaluation of department programs, activities, and community projects within all park districts.
- Developed the 2007-2009 Recreation Division Reorganization with District Management staff. Developed and implemented the Community Garden Policy and Procedures (2006), Employee Training Program, and Youth Employment in Parks Program (2008).
- Led public awareness workshops on the 2005-2009 Clean and Green Campaigns, 2005 and 2009 Public Involvement Workshops for the Parks Plan Updates, and the 2007-2009 Challenge Grant Campaigns.

2001-2005 **The Association of Speleological Explorers (ASE)**

Resita, Romania

Environmental & Outreach Consultant – Peace Corps

- Implemented projects targeting environmental protection and management. Identified and developed partnership agreements with foreign financiers for the protection of over 1,200 caves and 807 hectares of natural area.
- Improved internal organizational skills, specifically in project management. Conducted training for staff, volunteers, and partners in wild-land management, environmental interpretation, cooperative learning, and other subjects. Conducted organizational and environmental awareness programs in local schools, universities, and four national events

PRESENT CERTIFICATIONS & MEMBERSHIPS

- National Association for Interpretation Member (2018-Present)
- ICS 100, 200, 300 (2015-2017)
- Method 9 Visible Emission Certification (2016-Present)

BOARD EXPERIENCE

2013-Present **Rilke Schule APC Board Member and Rilke Outdoor Coordinator**

Anchorage, AK

Treasurer, Strategic Action Plan Committee Member, Outdoor Planning Committee

Served one term as APC Board Treasurer and member of the Strategic Action Planning Sub-Committee. Currently serving as lead on the Rilke Outdoor Planning Committee. Completed a \$136,000 Matching grant project that partnered with the Schools-on-Trails program, MOA Parks and Recreation, the Youth Employment in Parks program and the Rasmuson Foundation to build a nature trail system that connects Rilke Schule to Meadow Park and Wetlands. Created the Outdoor Master Plan for Rilke Schule German School.