



**Roseville Utility Exploration Center  
Annual Report  
July 1, 2015 through June 30, 2016**

34,098 exhibit hall visitors

20,337 event/outreach participants

7,301 total students



**Roseville Utility  
Exploration Center**



**Utilities**

# FY 2015 - 2016 Annual Report

## TRENDS: a comparison with FY14-15

For the third year in a row, school program reservations filled before the end of the year. Total workshop participation remained steady while per class attendance rose. Participation climbed significantly in our family drop-in series as over 3,000 visitors enjoyed events including Count Watts' Spooktacular and the Bird and Bug Bonanza. These events offer an engaging and educational experience to help visitors of all ages learn about sustainability in their community. Customer satisfaction remained high at the Celebrate the Earth Festival and for our school programming.

Activity	Number	Trend
Overall Center Visitation	34,098	↓ 6.4 %
Outreach/Special Events	20,337	↑ 55.3 %
Volunteer Participation (hours)	2,753	↑ 12.0 %
School Programming	7,301	↑ 2.7 %
Exploration Center Revenue	\$79,996	↓ 5.1 %
School Customer Satisfaction	4.88 (out of 5)	↓ 0.4 %
Earth Day Customer Satisfaction	3.59 (out of 4)	↓ 3.5 %
Workshop Participation	313	↑ 1.3 %
Family Drop-In Events	3,146	↑ 69.0 %



## 2015-2016

Family Drop-In Events, Summer Activities and other Special Events, and Public Outreach



### Family Drop-In Events

Building on last year's success, our free family events allow us to highlight messages from our utility partners. Families come to Mahany Park and enjoy a fun-filled day learning about energy efficiency, voltage vampires and keeping local watersheds clean. Families love the program format, with family attendance increasing by 69% over the past year.

Events	Visitors
Count Watts' Spooktacular	889
Bird and Bug Bonanza	1,032
Fix-a-Leak Week	951
Get Energized	274
<b>TOTAL</b>	<b>3,146</b>



### Big Trucks Summer

Summers at the Center allow us to showcase the amazing trucks and skilled utility workers that help to make Roseville a clean, safe and healthy community. Partnering with the libraries, families are treated to truck-themed story time, followed by an hour to explore the trucks and get to know the utilities. Participation increased more than five times over the Big Trucks Week held the previous year.

Truck	Visitors
Electric Line Truck	453
Vactor Truck	357
Garbage Truck	765
Pipe Scope Truck	272
<b>TOTAL</b>	<b>1,847</b>



### Special Events

The Utility Exploration Center hosted a variety of events including the 9<sup>th</sup> annual Celebrate the Earth Festival, the Roseville Greener Gardens Tour & DIY Expo and e-waste drop-off events both at Mahany Park and at the Maidu Community Center. Special event attendance increased by more than 46%.

Events	Visitors
Celebrate the Earth	5,000
Greener Gardens Tour	367
E-Waste Events	1,990
Family Drop-In Events	3,146
Big Trucks Summer	1,847
Summer Camp	21
<b>TOTAL</b>	<b>12,371</b>



### Outreach Events

The Center participated in events throughout the community, including a large gardening event in Fair Oaks and Dinosaur Days at Sierra College in Rocklin. Other events included Sun City Grandkids Day, the Placer County Master Gardeners' Garden Faire in Auburn, and four Earth Day events in the region. Total reach increased 69% over last year.

Outreach Events	Visitors
Fair Oaks Harvest Day	337
Family Fest	3,000
Earth Day Events	819
Dinosaur Days	3,500
Other Outreach Events	310
<b>TOTAL</b>	<b>7,966</b>

# Roseville Utility Exploration Center

## GREEN GARDENING

With California's continuing drought, residents of Roseville and the surrounding area were eager to learn water-efficient landscaping. Green Gardening Workshops gave residents the tools and tips they need to keep their landscape beautiful and water-wise. Continuing to climb, per class attendance **increased 28%**, marking a further increase in the efficiency of Center resources. Over 300 residents participated in the regional *Mulch Mayhem* event, getting free mulch to help keep their yards water-wise.

Course Category	Attendance	Programs
Green Gardening Workshops	271	14
10-Week Gardening Series	42	1
Mulch Mayhem	330	1
<b>TOTAL</b>	<b>643</b>	<b>15</b>



## SCHOOL and GROUP TOURS

The Roseville Utility Exploration Center offers nine field trip programs for Transitional Kindergarten through 6th Grade as well as two programs for Preschoolers. Field trips are correlated to the California Content Standards in science and taught by interpretive specialists. 74% of children participating in school programs at the Utility Exploration Center came from Roseville schools.

Free Add-On Programs	Programs	Attendance (children/adults)
Lunch Dump	103	4,969 / 990
Library Tour	30	1,615 / 304

Tours and Programs   Grades	Total Classes/Groups	Total Attendance (children/adults)	Roseville Classes/Groups	Roseville Attendance (children/adults)
Transitional K/Kindergarten	15	437 / 118	14	414 / 106
Stuff Busters   1-3	37	1,095 / 226	25	738 / 176
Power Patrol   1-3	19	580 / 158	9	264 / 56
Hydro Heroes   1-3	29	856 / 171	24	712 / 133
Water Warriors   1-3	29	878 / 186	12	370 / 67
Elements of Waste   4-6	8	238 / 39	5	135 / 17
Electron Flow   4-6	25	736 / 112	22	654 / 91
Keepin' It Clean   4-6	15	436 / 48	8	250 / 15
H2Own   4-6	6	177 / 25	5	164 / 21
Girl Scout (Wonders of Water)	8	64 / 27	2	21 / 4
Girl Scout (Energy Insights)	12	132 / 43	7	79 / 19
Preschool Playgroup	11	1,618 / 1,326	10	1,608 / 1,322
Superhero Storytime (Preschool)	11	155 / 116	10	155 / 116
Exhibit Hall Tours	3	34 / 18	0	0 / 0
LEED Tours	1	20 / 6	0	0 / 0
<b>TOTAL</b>	<b>216 (↓ 8.9%)</b>	<b>7,301 children (↑ 2.7%) 2,503 adults (↑ 36.9%)</b>	<b>142 (↓ 13.9%)</b>	<b>5,409 children (↑ 7.1%) 2,027 adults (↑ 44.7%)</b>

# VOLUNTEERS

Volunteers are the backbone of Center staff. Their contributions help to maintain quality programming, tours, special events and daily operations. The total below includes **297 hours** spent by volunteers teaching school programming in the exhibit hall and tech lab. With the increasing size of family drop-in events, The Center's success depends on the service of these dedicated and talented individuals.

Activities	Individuals	Total Hours
Tech Team	28	2,270
Earth Festival (day-of only)	84	483
<b>TOTAL</b>	<b>112</b>	<b>2,753 (↑ 12.0%)</b>



# REVENUE

Primary financial support for the Exploration Center comes through Roseville Electric and Environmental Utilities as a part of their community outreach programs. Outside sponsorships and program fees provide additional financial support for programs and activities at the Center.

Activity	Revenue
Earth Day Direct Sponsorships/Fees	\$16,825
Earth Day Indirect Sponsorships	\$35,611
Non-Grant Funded Tours	\$9,180
Summer Camp/Family Events	\$4,255
Green Living Workshops	\$3,764
Green Store Sales	\$8,598
Coin Funnel	\$1,763
<b>TOTAL</b>	<b>\$79,996 (↓ 5.1%)</b>

# FREE ACCESS for ROSEVILLE STUDENTS

Free tours are offered to Roseville schools thanks to the continued generous support of our partners. While budgets continue to be tight for local educators, these grant monies allow teachers to visit the Center without worrying about budgetary constraints. These trips to the Utility Exploration Center result in happy faces and returning visitors.

Funding Source (tours and transportation)	Revenue
Citizens' Benefit Fund	\$3,000
Environmental Utilities	\$18,000
Roseville Electric Utility	\$1,200
<b>TOTAL GRANTS</b>	<b>\$22,200 (↑ 1.3%)</b>
<b>STUDENTS SERVED / TITLE ONE</b>	<b>3,626 / 489</b>



# PARTNER PROGRAMS

The Utility Exploration Center serves as a great venue to introduce Roseville residents to new technologies. In FY15-16, Roseville Electric Utility programs included the continuation of the Holiday LED light exchange as well as sales of pre-rebated LED light bulbs that help residents bring new energy-saving technology home. The Center also served as a home to a series of solar workshops. These programs help bring a new audience into the Center to experience our exhibit hall.

Program	Number of Participants
Holiday LED Exchange	858 (2,411 light strands)
Pre-Rebated LED bulbs	2,372 (297 people served)
Solar Workshops	89 (4 workshops)



# SOCIAL MEDIA

Although it is becoming a "pay-to-play" format, social media continues to be an affordable and successful outlet for promoting programs and other messages from the Utility Exploration Center. With a minimal budget compared to traditional media, the Center's online reach has increased 18% over the previous year.

Facebook	
Followers (Likes)	1,634 (↑ 101.9%)
Reach	891 (avg./day) x 365 (year) = 325,215
Check-Ins	398 at the Center
Twitter	
Followers	329 (↑ 15.8%)
<b>Social Media Followers</b>	<b>1,963 (↑ 79.6%)</b>