From: Rick Gold
To: bgold@flagmail.wr.usgs.gov; dave.cohen@ravenrods.com; gcrg@infomagic.com; johnsonr@grandcanyontrust.org
Date: 3/10/01 3:27PM
Subject: AMWG outreach working group

Greetings,

Thanks to Dave Cohen for his perseverance in getting me to research Charley Calhoun's old files for a 5/24/99 mail message which was a follow up to the AMWG river trip that provided documentation on the formation of an "outreach working group". Those notes indicate that the working group consisted of Charley Calhoun, Andre Potochnik, Cisney Havatone, Dave Cohen, Rick Johnson and Barry Gold. The charge of the outreach working group was to consider ways to improve communications regarding the AMP within the Department of Interior and to outside groups. Some ideas raised on the river included: an article on the AMWG river trip in the DOI publication, Land and Water, (I assume this did not happen) , presentation on the AMP to the Secretary's science board, articiles on the AMP in publications such as the Boatman's Quarterly Review, and an article that could be sent to individual utility customers with their bills regarding the AMP.

To my knowledge (but I could be mistaken) there has been little if any activity of the working group. Since taking over for Charley as BR's representative on the AMWG, I know little has been done. However as Dave Cohen and I have discussed, it seems that the idea of broadening the understanding of the AMP process has significant merit.

The attached file contains a first cut at some of the thinking that BR has had along these lines since right after the 99 river trip. As you can see from first couple of paragraphs of the text, there was some indication that NPS at Grand Canyon was also to provide leadership to the effort, therfore I have copied Joe Alston on this message. It is not my intent to provide this document as a solution, but but only as a starting point to begin the discussion of the working group (assuming there is still some interest in doing so) . Let me know if you have continued interest. My suggestion would be that we might get together as a working group during the time we will all be in Phoenix for the April 12-13 AMWG meeting and discuss the future of the working group and where we might want to take the issue. We could discuss placing the issue on the agenda of a future AMWG meeting or any other course of action that is desired. Let me know how you feel about it. My only objective here is to not let this issue fall completely through the cracks because of the departure of Charley Calhoun. I stand ready to help if that is desired.

Rick

I do not have an email address for Cisney Havatone and will be working with Linda Wheton to make sure he gets this message. The attachment is in Word Perfect, if you have difficulty reading it please contact Linda, I'm sure she can help.

CC: Barry Wirth; Joe Alston

PROPOSED
PUBLIC OUTREACH PROGRAM
ADAPTIVE MANAGEMENT PROGRAM
ADAPTIVE MANAGEMENT WORK GROUP
REVISED — FEBRUARY 2, 2001

This is a revised proposed public outreach information program for the Glen Canyon Dam Adaptive Management Program. Two previous proposals were developed, in June 1999 and a modified plan in September 1999. Those plans were developed following direction from the Assistant Secretary Water and Science to undertake such a program. Reclamation's Upper Colorado Regional Director and the Superintendent of Grand Canyon National Park were tasked to lead the work, with participation of several members of the Adaptive Management Work Group (AMWG). Staff support for the program was envisioned to come from Reclamation's Public Affairs Office along with support as available from AMWG members and other federal and state public affairs staffs.

While plans and a proposed budget were drafted, no work was accomplished due to higher priority work for the AMWG. Meanwhile, both federal managers left, along with several of the AMWG members who were to work on the effort. Also, the Grand Canyon Monitoring and Research Center has moved from Reclamation to USGS.

Now that the AMWG has been in place for four years, it is appropriate for the committee to consider longer term information and outreach efforts and to include such work in the budget process. To this point in time, Reclamation has carried much of that effort in on a defacto basis. Reclamation is staffed to provide such services and there is an assumption that several other federal and state agencies may also be staffed to support a coordinated effort.

A suggested process is for the AMWG to select a representative subcommittee to consider the following proposed work, determine what, if any, it will do, add to the list from its own initiative, and draw upon the staff capabilities of the Upper Colorado Regional Office and other agencies for day-to-day production work. The AMWG will set a budget and the subcommittee will coordinate between production workers and AMWG for progress reports, approvals, etc.

I. WEB PAGE

Description

Reclamation's Upper Colorado Region homepage has an Adaptive Management Program web page. The site includes background information concerning the overall program, AMWG, TWG, GRMRC, and various subjects.

There is an opportunity for the web page to more proactively support the various projects/studies/activities of the program with more involvement of the AMWG.

Reclamation will continue to provide the host site for the web page and has the technical and public affairs staff to support development of materials. Additional partnerships in site production for specific items to post is certainly possible.

Budget

This is dependent upon the level of additional items AMWG would like to include. Costs for production would have to be developed. It is safe to assume that $5 - 10 thousand would be realistic for a newly designed additional materials with significant art and graphic work. To add text or otherwise modify existing pages is a nominal cost, within a budget of $1 to 2,000 per year, depending upon complexity.

II VIDEO TAPE PRODUCTION

Program

A 14 to 18 minute video production summarizing the Adaptive Management Program can be provided to the Glen Canyon Dam Visitor Center, schools, public presentations, and sent (on a loan basis) to individuals homes and offices. Reclamation recently produced two new programs for the visitor center on the construction of the dam and the operation of the dam. Both include some information on Adaptive Management. Glen Canyon National Recreation Area has also produced a new video, but it does not include an Adaptive Management Program component. A specific Adaptive Management video could be added to the showing schedule. Also, the Upper Colorado Region's web site includes an order page for the public to borrow videos and this could be added to that inventory.

The video should be produced such that it isn't quickly dated. It should emphasize the process of the program and show interesting video from the field. Past work, including BHBF, low steady flow test, and the like can be shown.

The video will provide a positive and proactive approach to the science and application of adaptive management, including a recognition that resource managers from around the country and the world are following the program. There will be recognition that it is a process designed to lead to positive downstream results while enabling Reclamation to continue to operate Glen Canyon Dam in accordance with the Law of the River.

The video will require Form DI-551clearance through the Department of the Interior. This is the case regardless if Reclamation, National Park Service, or USGS starts the paperwork.

Recognizing the delays that "committee" work brings to a project, this could take between one to two years to fully complete. The more streamlined a process AMWG creates, the

faster it can be completed.

Budget

Reclamation has used the Department of Veterans Affairs National Media Development Center in Salt Lake City for several such jobs including the two Glen Canyon videos. They have state-of-the-art video and production facilities. Their chief producer is a former Interior employee and understands our work. They provide complete service, from script development to finished product, or they conduct portions of the work with the AMWG (through Reclamation's or other public affairs staffs) providing scripts and other partial products. Costs will be higher by several thousand dollars if a contractor writes the script. Generally, if AMWG (through staff) provides the script the costs are less and the project moves faster.

The overall estimated cost is approximately $30,000. Estimated breakout:

1. Script - $5,000

2. Production - $20,000

   Costs ares, in part, dependent upon how much original video work in Grand Canyon must be done vs. how much existing file footage can be used. Reclamation has substantial new footage of the dam, powerplant, and Lake Powell and some footage of the river to Lee's Ferry. Also, there is a substantial amount of historic footage including GCES and BHBF work.

3. Post-production - $5,000

   This work includes editing, recording audio, digitizing graphics, music (including royalty payments).

At a general rule-of-thumb, expect to spend between $1,500 and $2,000 per finished minute for most video productions. It is possible to shave costs on an "opportunity basis" as the work happens, especially if an experienced person is managing the project. In the case of productions in Grand Canyon, there may be unexpected higher costs associated with travel and field work. The more we can rely upon support in terms of stock footage and support from participating agencies, the better we can hold costs down.

III. BROCHURE - AMP PROGRAM

Content

A color brochure may be produced to either stand alone or compliment a video product. It is the basic printed information source on the overall mission and program of the AMP. It is useful for supplementing presentations, providing to visitors, or mailing to students and the public. It will cover authorization of the program and history of the GCES, GCD EIS, ROB, Grand Canyon Protection Act, and chartering of the AMWG. It will cover the range of work without being a document that is quickly dated.

The UC Region Public Affairs Office is capable of supporting the work.

Budget

Writing, editing, layout and design - $6,000

Production/printing - Costs to be determined based upon four color vs one or two color, numbers to be printed, graphic development (especially map development). Further estimating based upon some guidance from the AMWG would be needed.

IV Fact Sheets

Description

Fact sheets are low cost, quickly produced products that supplement brochures and videos. They are generally very specific to an on-going activity or project, such as a BHBF or other special flow. They have a short shelf life and are designed to be quickly disseminated to the public, interest groups, media, and political leaders. They can be printed hard copy and/or done on the web site. It is important to be alert to the possibility or need for a fact sheet and quickly produce and distribute it.

Budget

Nominal costs. Text development may vary from several hundred dollars to $1,000, depending upon research, reviews, and revisions. Printing costs are nominal since they generally are one page, possible front and back, with no folds. Addition of maps or special graphics will add to the cost. The same is the case for color printing, especially if maps or graphics require it. Templets for web posting can be developed which will reduce the cost of posting to the web.

V DISPLAYS

Proposal

Temporary displays have been used at the Glen Canyon Dam Visitor Center for the past 10+ years covering various GCES, GCD EIS, and Adaptive Management Program activities. It is also possible to place temporary displays at Hoover Dam and other Reclamation facilities. They may be done to meet an emerging need or they may be planned a year or more in advance. The displays are on portable pop-up units and may be taken to other sites for additional use.

Budget

Costs are between $500 to $2,000, depending upon the use of existing materials including art work, photographs, maps, and data. Typically, the UC Region Public Affairs Office can produce a temporary display for less than $1,000.

Reclamation has some display frames available for use, along with other uses and competing demands. The AMWG should consider purchase of several display frames to dedicate to this use. Cost - $4,000 (approximate, depending upon cases and features)

VI MEDIA RELATIONS & GENERAL PUBLIC AFFAIRS SUPPORT

Services and Proposal

The AMP and the AMWG have not actively sought out broader public exposure. Generally, the same is true for the GCMRC. Public Affairs support in terms of proactive media contacts for the overall program, and not just Reclamation's portion of the effort, is proposed. The UC Region Public Affairs Office supports the manager of the Adaptive Management and Environmental Resources Division in his overall Reclamation work. Historically, the public affairs staff has extended that support to the broader program. However, there has never been a specific AMP and AMWG public affairs plan or objective that differentiates between Reclamation's work and the programs broader work. A public affairs/outreach plan that includes seeking greater exposure and understanding of the AMP work, with actions including media interviews, speeches, and other actions is suggested. Such a plan would enable all other public affairs capabilities of AMWG participants and agencies to be identified. With the transfer of GCMRC from Reclamation to USGS, it is not clear what sort of public affairs support GCMRC will receive. To implement a plan, tasks need to be assigned for media contacts and media background briefings, speech writing and locating and scheduling speech opportunities.

An information subcommittee of the AMWG could work with appropriate public affairs staff to develop a specific plan and coordinate with the full AMWG.

Cost

Varies by level of tasks assigned for support. Could range from several weeks to several total months of staff work - either in one office such as the UC Region Public Affairs Office or spread out between other agencies and participants.

VII CARL HAYDEN VISITOR CENTER DISPLAY RENOVATION PLANS

Reclamation and the National Park Service will undertake a renovation of the displays at the Carl Hayden Visitor Center at Glen Canyon Dam. This will involve removing the current aging and outdated displays and developing new ones. The focus of the center relates to the visitor experience at the dam plus providing information for the Glen Canyon National Recreation Area. There is an opportunity and a need to incorporate the Adaptive Management Program message in the new center. Design work will probably begin in FY 2002, with construction in FY 2003. It is possible the schedule will shift back one year for both actions.

Costs

Unknown at this time. Square footage costs for displays generally vary between a low of $150 a square foot to $400 per square foot. Planning and design costs typically are 25% of productions costs. There are a number of factors still to be determined before better estimates can be provided.