

# **Public Outreach Ad Hoc Group Report**

**AMWG Meeting – Phoenix, AZ**

**March 7, 2006**



# POAHG Agenda Items

## March 2006 AMWG Meeting

### Information Only Items:

- **Motion # 1: AMWG approves the design, content & installation of the AMP stationary display**
  
- **Motion #2: AMWG approves the layout & functionality of the AMP public outreach Website**
  
- **Motion #3: AMWG approves the following fact sheets for public distribution**
  - **Cultural Resources**
  - **Recreational River Rafting**
  - **Hydropower & the AMP (graphic only)**

# Previous AMWG Actions

## Previous Actions Taken by AMWG (March 2005)

### AMWG approves as presented:

- Logo & catch phrase
- Anonymous hosting of website by BOR
- Conceptual outline for stationary display

### AMWG delegates to POAHG:

- Posting & updating of website
  - Identification of topics for fact sheets
  - Strategy for development of stationary display
  - Rapid response to media issues w/ AMWG involvement
  - Develop/finalize guide resource materials
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# Previous AMWG Actions

## Previous Actions Taken by AMWG (August 2005)

### Motion # 1:

- **AMWG approved as “final” four initial fact sheets**
  - **AMP Purpose & Goals**
  - **AMP Origins**
  - **Hydropower & the AMP**
  - **Who We Are**

### Motion # 2:

- **AMWG approved addition of \$19,000 to Outreach Program**
  - **Budget plan requested by AMWG**
  - **Submitted FY 06 – 08 budget plan to TWG Budget Ad Hoc Group (Dec. 05)**
  - **Adopt-a-Beach Proposal Approved (1 year – Nov. 05)**



# Previous AMWG Authorizations to POAHG

March 2005 AMWG Mtg.

- A continuing budget line item of \$50,000/year – with carryover not to exceed \$25,000 for a total of \$75,000
- POAHG can recommend service contracts to BOR to complete approved outreach products
- POAHG to report public outreach budget details annually to TWG Budget Ad Hoc Group



# POAHG Presentations

March 2006 AMWG Meeting

- **Public Outreach Campaign Overview (Phase 1 Commitments & Progress) – Doug Hendrix**
- **Glen Canyon Dam Stationary Display – Ginger Reeve**
- **AMP Public Outreach Website – Lisa Iams**
- **Fact Sheets for Final Approval – Doug Hendrix**
  - **Cultural Resources**
  - **Recreational River Rafting**
  - **Hydropower & the AMP (graphic only)**



# Public Outreach Campaign Budget Status

<b>FY 05 Carryover</b>	<b>57,256</b>
<b>Accrued Expenditures (Oct. 1 – Jan. 31)</b>	<b>31,861</b>
<b>February 06 Obligations (Est.)</b>	<b>8,000</b>
<b>Remaining FY06 Budget (Est.)</b>	<b>17,395</b>

# Public Outreach Campaign Estimated Budget Needs – FY 06

<b>Est. Funding Needs for... Completion - Phase 1 Projects</b>	<b>30,000</b>
<b>Public Outreach Website</b> Web Content Approval Web Certification & Replication	<b>(15,000)</b>
<b>Stationary/Portable Display</b> Panel Production & Installation	<b>(7,500)</b>
<b>Fact Sheet Finalization &amp; Approval</b>	<b>(7,500)</b>

# Public Outreach Campaign Priorities & Considerations

## Public Outreach Campaign (Phase 1)

### Target Rollout Dates:

- **Stationary Display (GCD): Memorial Day 2006**
  - **Soft launch of Website: Late-summer 2006**
  - **Additional Fact Sheets for Final Approval @ Summer 2006 AMWG Mtg.**
    - **Endangered Species & the AMP**
    - **Historical Native Fishes of Glen & Grand Canyons**
    - **Lees Ferry Trout Fishery**
- **Post AMWG meeting Final Feedback Cut-off Date = March 31**



# Future Actions by POAHG

- ✓ New Fact Sheets in Development
  - CRSP – BOR Water Operations
  - Sediment
  - BOR & the AMP
- ✓ Official launch of Website to public
- ✓ Tribal Outreach Materials
- ✓ Traveling Display
- ✓ Guide Resource Materials
  - Wallet Cards
- ✓ Develop website update policy/protocol
- ✓ Long-Term Public Outreach Plan
  - ❖ (Phase II)



# AMWG Action

## March 2006

### For Final Approval:

- **Motion # 1:** AMWG approves the design, content & installation of the AMP stationary display
  
- **Motion #2:** AMWG approves the layout & functionality of the AMP public outreach Website
  
- **Motion #3:** AMWG approves the following fact sheets for public distribution
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  - Recreational River Rafting
  - Hydropower & the AMP (graphic only)



# Recruitment of New POAHG Co-Chairs

- ✓ **Rotation of AMWG Member(s) or Alternate(s)?**
- ✓ **One to two-year term**
- ✓ **Nominations or volunteers**
- ✓ **Responsibilities**

