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
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

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 05 Carryover</td>
<td>57,256</td>
</tr>
<tr>
<td>Accrued Expenditures (Oct. 1 – Jan. 31)</td>
<td>31,861</td>
</tr>
<tr>
<td>February 06 Obligations (Est.)</td>
<td>8,000</td>
</tr>
<tr>
<td>Remaining FY06 Budget (Est.)</td>
<td>17,395</td>
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</tbody>
</table>
## Public Outreach Campaign

### Estimated Budget Needs – FY 06

<table>
<thead>
<tr>
<th>Est. Funding Needs for…</th>
<th>30,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completion - Phase 1 Projects</td>
<td></td>
</tr>
<tr>
<td><strong>Public Outreach Website</strong></td>
<td>(15,000)</td>
</tr>
<tr>
<td>Web Content Approval</td>
<td></td>
</tr>
<tr>
<td>Web Certification &amp; Replication</td>
<td></td>
</tr>
<tr>
<td><strong>Stationary/Portable Display</strong></td>
<td>(7,500)</td>
</tr>
<tr>
<td>Panel Production &amp; Installation</td>
<td></td>
</tr>
<tr>
<td><strong>Fact Sheet Finalization &amp; Approval</strong></td>
<td>(7,500)</td>
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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)
For Final Approval:

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Recruitment of New POAHG Co-Chairs

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