

**Glen Canyon Dam Adaptive Management Work Group**  
**Agenda Item Information**  
**February 3-4, 2010**

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Agenda Item

Public Outreach Ad Hoc Group (POAHG)

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Action Requested

✓ Information item only. We will answer questions but no action is requested.

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Presenter

Michael Yeatts, Co-Chair, POAHG; and AMWG Alternate, Hopi Tribe

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Previous Action Taken

✓ By AMWG:

At the March 2005 AMWG meeting, the following motions were passed:

MOTION: AMWG delegates to POAHG these specific authorities:

- 1) Posting to and updating of GCDAMP website (AMWG retains review opportunities on new materials via email prior to posting),
- 2) Identify new topics for Fact Sheets and start creating them,
- 3) Finalize strategy for Glen Canyon Dam Display with Reclamation review and involvement,
- 4) Speak to media on rapid response items via Secretary's Designee and/or Interior public relations, including the five-day AMWG review for the rapid response process, and
- 5) Develop, finalize, and distribute guide resources.

MOTION: AMWG authorizes:

- 1) A continuing budget line item of \$50,000/year with carryover from year to year, not to exceed \$25,000 (for a total of \$75,000),
- 2) POAHG to recommend service contracts to the Bureau of Reclamation to complete necessary duties and products, and
- 3) POAHG to report public outreach budget details annually to the TWG Budget Ad Hoc Group for review in a timely manner.

At the August 2007 AMWG meeting, the following motion passed by consensus:

MOTION: The Adaptive Management Work Group recommends that the Secretary of the Interior approve both the continued deployment and maintenance of the Phase I public outreach campaign products (web site, displays, fact sheets) and the Phase II public outreach campaign that includes development of additional outreach materials, media support, public education, and events development and participation. (Motion proposed by Sam Spiller and seconded by Bill Werner.)

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Relevant Science

N/A

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Background Information

Over the past year, the POAHG has continued with its Phase II activities, which were development of additional outreach materials, media support, public education, and events development or participation. Specifically, the POAHG has:

- Begun revising the traveling display
- Attended the Colorado River Water Users Conference
- Prepared updates of the website (<http://www.gcdamp.gov/>)
- Begun to develop new fact sheets on High Flows and Native Americans

In the upcoming year, the POAHG will complete the update of traveling display and finalize the new fact sheets.

Also in the coming year, the POAHG proposes to sponsor a workshop in the late spring or summer that will provide AMWG members and other DOI personnel the opportunity to give the POAHG guidance on the ad hoc group's role in the GCDAMP.

# **AMWG – Public Outreach Ad Hoc Group**

**Progress Report**

**AMWG Meeting – Phoenix, AZ**

**February 3-4, 2010**



# Completed Products

## Phase 1



# List of Fact Sheets

- Adaptive Management Program Origins
- Adaptive Management Program Purpose and Goals
- Who We Are
- Cultural Resources
- Current Status of Resources in the Grand Canyon
- Endangered Species
- Historical Native Fishes of Glen and Grand Canyons
- Hydropower and the Adaptive Management Program
- Colorado River Storage Project
- Lees Ferry Trout Fishery
- Recreational River Rafting
- Sand Bars in the Grand Canyon
- Glen Canyon Dam Temperature Control Device



# Logo & Tagline



***“Using Science to Manage River  
Resources in Grand Canyon”***

# Portable & Stationary Display Panels

## Glen Canyon Dam Adaptive Management Program

### What is Adaptive Management?

Adaptive management is a natural resource management process that focuses on "learning by doing" in achieving the goals of society. Management actions are treated as experiments that may be modified when new information from scientific studies indicates change is needed in resource management policy and practices.

#### Glen Canyon Dam Adaptive Management Program

Concern over the impacts of Glen Canyon Dam operations on the physical environment and ecosystems of the Colorado River resulted in the passage of the Grand Canyon Protection Act of 1992. The act requires the Bureau of Reclamation to:

- Operate the dam in such a way as to protect resources in Grand Canyon National Park and Glen Canyon National Recreation Area.
- Operate the dam fully consistent with the Colorado River Compact and continue to provide the benefits for which the dam was established as the key element of the Colorado River Storage Project.

The Glen Canyon Dam Adaptive Management Program was established in 1997 to provide for long-term scientific research and monitoring of the downstream resources. The information obtained is used as the basis for recommendations for dam operations and other management actions.

#### Members

<b>Federal and State Agencies</b> Arizona State and Park Department Bureau of Indian Affairs Bureau of Reclamation National Park Service U.S. Fish and Wildlife Service Nevada State Power Administration Colorado River Basin States Arizona California Colorado New Mexico Federal Power Purchasing Contractors Colorado River Energy Distribution Association (CREDA) Utah Associated Municipal Power Systems (UAMPS)	<b>Native American Tribes</b> Hualapai Tribe Hopi Tribe Navajo Nation San Juan Southern Paiute Tribe Shoshone-Paiute Connection Pueblo of Zuni <b>Environmental Groups</b> Grand Canyon Trust Grand Canyon Wildlands Council <b>Recreational Interests</b> Federation of Fly Fishers Grand Canyon River Society
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#### Adaptive Management Process

#### Representative Monitoring and Research Study Areas

Since 1999 large numbers of banded chub have been seen leaving Glen Canyon Dam. A study was developed for the study of fish populations.

The endangered Karst anemone was the focus of an experiment to determine if its habitat can be protected from experimental floods. The experiment was held above the flood zone and then successfully repeated in the original zone after the test flow ended.

Recent stormy flooding above vegetation monitoring has decreased compatible areas along the river.

## Using Science to Manage River Resources in the Grand Canyon

### Sediment

A primary goal of the Adaptive Management Program is the conservation of the Grand Canyon's sand and the sediment which is an integral part of the natural riverscape. Sediment is important for riparian habitat, fish habitat, protection of archeological sites and for recreation. Glen Canyon Dam captures the mainstem river sediment supply in Lake Powell. Experimental flood releases from the dam were conducted in 1995 and 2004 to determine if sand would accumulate on benches and increase the total area and volume of eddy sandbars.

Now sand that was deposited during the 1996 release was not sustained. The 2004 experimental indications have shown that some sediments can be retained if the flows are timed to make use of sediment enriched conditions that follow large tributary floods.

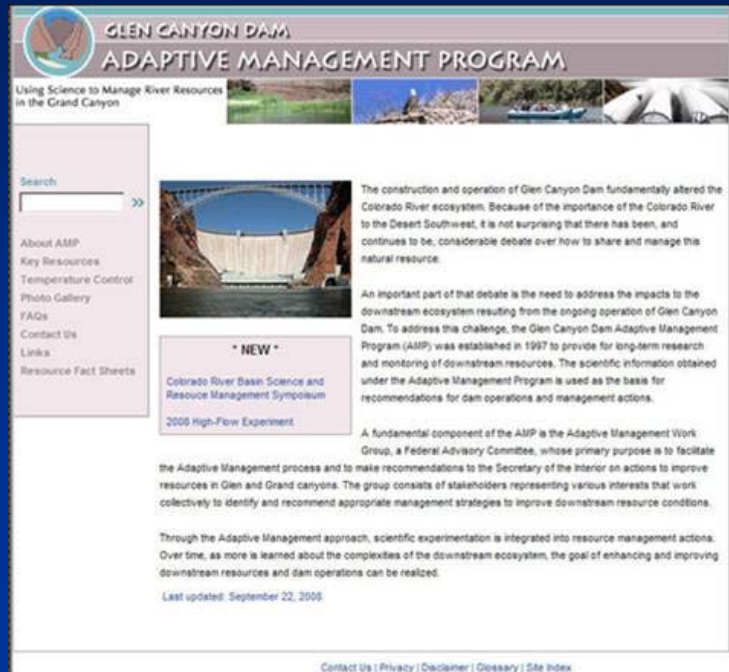
### Cultural Resources

The Grand Canyon Protection Act specifies cultural resources as a component of the Grand Canyon ecosystem. These resources include:

- Archeological sites include living places, agriculture fields, trails, ceremonial locations, inscriptions and terraces. These places are related to the ancestors of Native American is including the Hualapai, Hopi, Navajo, Pueblo Indians and the Zuni.
- Historical properties are related to mining, scientific study, and water development, including mines, houses, inscriptions and boats.
- Cultural or societal resources include the plants, animals, water, geography, sounds, smells and space that have value to society.

The main goals of the cultural resources monitoring program are to document site impacts and evaluate the need for site protection measures. One protective measure is the installation of rock and branch check dams to help control erosion at archaeological sites.

# Public Outreach Website



Site address: [www.gcdamp.gov](http://www.gcdamp.gov)



# Proposed Products

Phase II

FY 2010 & 2011



# Phase II – Proposed Products

- ✓ **Science Status Updates**
- ✓ **Retractable Banner Display (in process)**
- ✓ **Tribal Outreach Materials**
- ✓ **Media Kit Folders (in process)**
- ✓ **Video B-roll Kits (in process)**
- ✓ **Trade Show Participation**
- ✓ **Guide Resource Materials**
- ✓ **Media Events**
  - ☐ **Science Day**
  - ☐ **News Media Tour**
  - ☐ **Translocation Efforts**
- ✓ **Educational Materials**





# Proposed New Fact Sheet Topics

- High Flow Test Overview (in process)
- Monitoring of Native Fish
- Tribal Participation (in process)
- Non-native Fish Suppression
- Fall Steady Flows



# Guide Materials

<b>How to Structure Answers:</b>  <p>State Message STOP Support II STOP Illustrate II STOP</p>	<b>Bridging and Deflecting</b>  <p>Reporter's Question Step One: Acknowledge or Refute Step Two: Test Message Track Step Three: Test Message Track</p> <p>Possible Bridges: "Let's look at it from a broader perspective..." "There is an equally important concern..." "Let's not lose sight of the underlying problem..."</p>	<b>Communicate With Power® Message Developer®</b> <b>Encountering the Media®</b> <b>Wallet Card</b> By Barry McLoughlin McLoughlin Multimedia Publishing For information call: In North America: Call: 1-800-663-3899 Fax: 1-888-663-9277 Outside North America: 613-230-6235 Fax: 613-230-2630 Email: <a href="mailto:communicate@mccloughlin.com">communicate@mccloughlin.com</a> Visit our web site: <a href="http://www.mccloughlin.com">www.mccloughlin.com</a> Ottawa, ON, Canada; Washington, D.C.; Princeton, NJ	
<b>Relaxation Exercises</b> Breathe slowly & deeply for 5 minutes. Massage your face, neck and hands. Shake your hands loosely. Stomp your feet. Pull in your stomach, lean against a wall; then breathe out through your teeth for 2 minutes. Sip cool water.  Psycho yourself up: "I am going to have an interesting dialogue about a fascinating subject."	<b>Interview Plan</b> Issue: Goal: Theme: Core Message 1: Specific Messages: Core Message 2: Specific Messages: Core Message 3: Specific Messages:	<b>Interview Plan cont'd</b> Positioning Statement: Quotable Quotes: 1. 2. 3. Examples, Analogies, Illustrations, Facts: 1. 2. 3.	<b>Questions to Ask the Reporter on Initial Contact</b> Your name again? Representing what media outlet? What is it about? What particular aspect are you focusing on? or, How are you approaching the story? or, What's triggering your story? Are you speaking to others? How much do you know about our organization (or the subject)? May I FAX some background information to you? Your FAX number? What is your deadline? May I call you back in an hour? (30 minutes? 10 minutes?) What is your phone number?

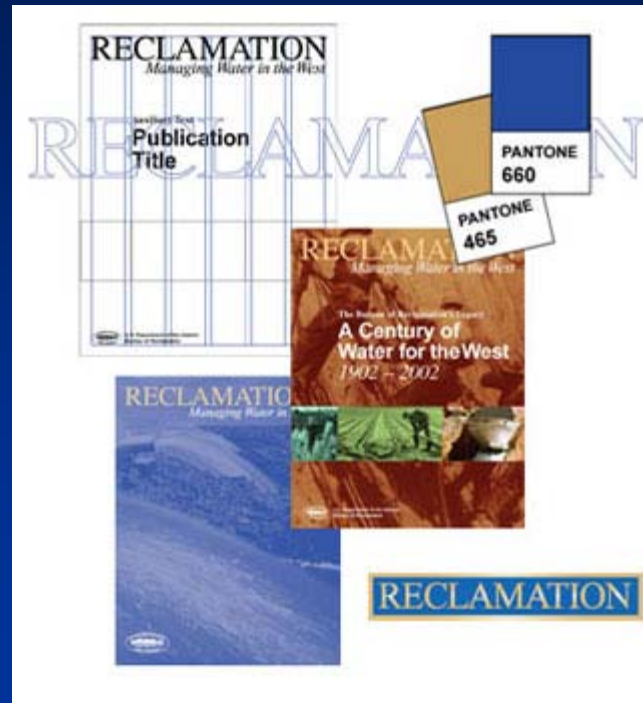
## Wallet card

- Profile AMP research activities for handout to Grand Canyon visitors
- 50,000 wallet cards

## Ammo can info

- Laminated fact sheets

# Media Kit Folder



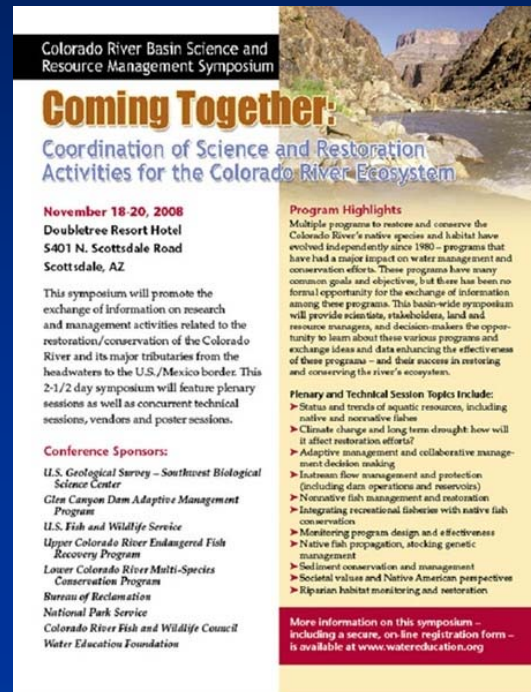
Example: For illustration purposes only

# Educational Materials - Grant



Example: For illustration  
purposes only

# Media Event – Science Day



The poster is for the Colorado River Basin Science and Resource Management Symposium. It features a header with the event title, a main title 'Coming Together: Coordination of Science and Restoration Activities for the Colorado River Ecosystem', and a date 'November 18-20, 2008'. The location is 'Doubletree Resort Hotel, 5401 N. Scottsdale Road, Scottsdale, AZ'. A paragraph describes the symposium's purpose: to promote the exchange of information on research and management activities related to the restoration/conservation of the Colorado River and its major tributaries from the headwaters to the U.S./Mexico border. It mentions a 2-1/2 day symposium with plenary sessions, concurrent technical sessions, vendors, and poster sessions. A list of conference sponsors includes the U.S. Geological Survey, Glen Canyon Dam Adaptive Management Program, U.S. Fish and Wildlife Service, Upper Colorado River Endangered Fish Recovery Program, Lower Colorado River Multi-Species Conservation Program, Bureau of Reclamation, National Park Service, Colorado River Fish and Wildlife Council, and Water Education Foundation. A 'Program Highlights' section lists topics such as status and trends of aquatic resources, climate change and drought, adaptive management, instream flow management, nonnative fish management, integrating recreational fisheries, monitoring program design, native fish propagation, soil insect conservation, societal values, and riparian habitat monitoring. A footer provides more information and a registration form link at [www.watereducation.org](http://www.watereducation.org). The poster also includes a photograph of a river flowing through a canyon.

**Colorado River Basin Science and Resource Management Symposium**

## Coming Together:

Coordination of Science and Restoration Activities for the Colorado River Ecosystem

**November 18-20, 2008**  
Doubletree Resort Hotel  
5401 N. Scottsdale Road  
Scottsdale, AZ

This symposium will promote the exchange of information on research and management activities related to the restoration/conservation of the Colorado River and its major tributaries from the headwaters to the U.S./Mexico border. This 2-1/2 day symposium will feature plenary sessions as well as concurrent technical sessions, vendors and poster sessions.

**Conference Sponsors:**  
U.S. Geological Survey – Southwest Biological Science Center  
Glen Canyon Dam Adaptive Management Program  
U.S. Fish and Wildlife Service  
Upper Colorado River Endangered Fish Recovery Program  
Lower Colorado River Multi-Species Conservation Program  
Bureau of Reclamation  
National Park Service  
Colorado River Fish and Wildlife Council  
Water Education Foundation

**Program Highlights**  
Multiple programs to restore and conserve the Colorado River's native species and habitat have evolved independently since 1980 – programs that have had a major impact on water management and conservation efforts. These programs have many common goals and objectives, but there has been no formal opportunity for the exchange of information among these programs. This basin-wide symposium will provide scientists, stakeholders, land and resource managers, and decision-makers the opportunity to learn about these various programs and exchange ideas and data enhancing the effectiveness of these programs – and their success in restoring and conserving the river's ecosystem.

**Plenary and Technical Session Topics Include:**

- Status and trends of aquatic resources, including native and nonnative fishes
- Climate change and long term drought: how will it affect restoration efforts?
- Adaptive management and collaborative management decision making
- Instream flow management and protection (including dam operations and reservoirs)
- Nonnative fish management and restoration
- Integrating recreational fisheries with native fish conservation
- Monitoring program design and effectiveness
- Native fish propagation, stocking genetic management
- Soil insect conservation and management
- Societal values and Native American perspectives
- Riparian habitat monitoring and restoration

More information on this symposium – including a secure, on-line registration form – is available at [www.watereducation.org](http://www.watereducation.org)

# Special Events & Media Coordination



Media Relations - March 2008 High Flow Test



# Public Meetings Support



Experimental Flows

# Proposed POAHG Workshop

- Is there still a need for POAHG?
- What is its role and refine mission description
- How should it be organized – Ad Hoc? Participants?
- Authorities and relationship with agencies and interior

\*\* POAHG would like to hold a workshop this spring to  
address these issues \*\*

