Agenda Item Information
February 3-4, 2010

Agenda Item
Public Outreach Ad Hoc Group (POAHG)

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

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

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.)

Relevant Science
N/A
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.
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
“Using Science to Manage River Resources in Grand Canyon”
Portable & Stationary Display Panels
Public Outreach Website

Site address: 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

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
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 **