Agenda Item
Public Outreach and Administrative History Ad Hoc Groups Chair Report

Action Requested
✓ Information item only.

Presenter
Jason Thiriot, POAHG & AHAHG Group Chair

Previous Action Taken
See below

Relevant Science
N/A

Background Information

Administrative History Ad-Hoc Group (AHAHG)
Public Outreach Ad-Hoc Group (POAHG)

The general purpose and need of the AHAHG is to collect program information and create a history of the GCDAMP. The main objective of the POAHG is to inform the various parties and outside entities about the program. Both Ad-hoc groups associate with program history and information. Differences include funding, and specific marching orders from either the AMWG or the TWG.

(AHAHG)
In early 2014, the AMWG approved and recommended funding for the AHAHG to create on-line training courses, establish a participant's handbook, develop oral histories and interviews, initiate a website library with associated archival and retrieval database, and other history related items. The AHAHG meets regularly and is actively engaged to achieve these directives.

A key product and help aid of the AHAHG is the web-site www.GCDAMP.com (WIKI). The WIKI serves as a collaborative resource tool to assist managers and others. The site also functions as the “clearing-house” for the Program’s historical information related to events, people, sites, issues etc...

(POAHG)

Motion Passed on February 9, 2011:
The AMWG agrees that the Adaptive Management Program (AMP) shall continue to have a Public Outreach Ad Hoc Group, and that the group shall operate under the attached Organizing Principles dated February 7, 2011.

The POAHG is revisiting the “Organizing Principles /Goals” and is working to develop a game plan to effectively meet the outreach objectives.
The POAHG is in the initial stages of creating the outreach “Ideas List” which contains some of the following: fact sheets, program overview video, displays, species models, social media, clothing apparel, social media, maps, year-in-review video, and more. 

(Glen Canyon Dam 50th Anniversary of Power Generation)
On September 27th, a celebratory event took place inside the Hayden Visitor Center to mark the 50th year anniversary of power generation at Glen Canyon Dam. This significant milestone was supported by various GCDAMP stakeholders and participants. A brief review of this public outreach event will be presented at the October TWG meeting. Highlights to emphasis the effectiveness of the WIKI to document the events, pictures, announcements, links, and presentations all in one location.

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Motion Passed: 2/9/2011

The AMWG agrees that the Adaptive Management Program (AMP) shall continue to have a Public Outreach Ad Hoc Group, and that the group shall operate under the attached Organizing Principles dated February 7, 2011.
Earlier Goals identified for the POAHG:

• To communicate diverse viewpoints represented in the AMP
• To establish the AMP as the “premier AMP of the world”
• To get more funding from Washington or private foundations
• To inform the various publics; providing clarity and definition for the program
• To provide a venue for the various publics inform us and communicate their concerns
• To create the transparency that can keep politics from overshadowing the program; to keep the program honest
• To provide a clearinghouse for education and information
• To identify information shortfalls and provide clarity
• To provide advice and recommendations to the Secretary of the Interior
• To develop and convey the story of the AMP. To provide complete, accurate, available and consistent information.
• To teach the teachers.

\[ x = \frac{-b \pm \sqrt{b^2 - 4ac}}{2a} \]
“Hard for people to support something they don’t know much about.”
POAHG & AHAHG
Connection

• Both groups are in the “Information Business”
• POAHG = AMWG
• AHAHG = TWG
• Both groups have specific marching orders and funding directives- (although very similar)

• **Recommendation:** Continue for now with both ad-hocs being relevant. Keep the line of communication open.
A.5. Public Outreach

This budget covers the expenses for BOR staff and the Public Outreach Ad Hoc Group (POAHG) to develop materials for the GCDAMP public outreach efforts.

BOR public affairs staff and the POAHG will work jointly in developing materials to inform and educate the public on the goals and administration of the GCDAMP. They will keep other GCDAMP members advised of progress and expenditures.

Products will include fact sheets, Web site information, tribal outreach materials, video B-roll, special events, conference participation, and other pertinent means of advising the public and program members on the achievements of the GCDAMP. The POAHG will maintain accurate records of payments made against the contracts and will keep BOR staff informed of discrepancies or concerns.

Since 2010, this line item has accumulated approximately $100,000 in carryover funding as a result of reduced activity. Part of the proposal for the FY15–17 triennial budget is to use $50,000 of these funds each in FY15 and FY16 to implement the Glen Canyon Dam Administrative History Pilot Project. This project would help accomplish the goals of the Public Outreach Ad Hoc Group by providing a better understanding of the history of the GCDAMP, its work, and participants. The pilot project will undertake the following:

- Begin developing oral histories and interviews with AMP historical figures
- Create an annotated bibliography for program related literature
- Create a website and library database for information archival and retrieval
- Create a chronological program overview including participants
- Develop a new participant’s handbook for the AMP.

**Budget**

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<th>FY15</th>
<th>FY16</th>
<th>FY17</th>
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<tr>
<td>Admin. History (carryover)</td>
<td>$50,000</td>
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<td>$0</td>
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<td>FY15 = $63,054</td>
<td>FY16 = $64,945</td>
<td>FY17 = $66,893</td>
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*First budget item associated with the AHAHG*
Resource Fact Sheets

This page makes available publicly distributed fact sheets on many of the topics that are important to Glen Canyon Dam Adaptive Management Program. You must have Adobe Acrobat Reader installed on your computer to view the Adobe Acrobat PDF files and download Adobe Reader here.

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

Last updated: March 6, 2013
Public Outreach Ideas List

- Social Media
- Brochures
- Fact Sheets
- Business Cards
- Displays
- Model Fish
- Shirts/Hats
- News Letters
- Citizen Science
- Web-site
Social Media

https://www.facebook.com/ColoradoRiverRecovery
Fish Models for the Bureau of Reclamation

Endangered fish of the Colorado River
Display Fish/Species
Display at the Hayden Visitors Center
GCDAMP-- Apparel

- Acceptable to wear at AMWG and TWG Meetings?
- Promotes the Program
Business Cards Concept
Maps of the affected environment showing land jurisdiction and river miles.
Video Overview of Program

- In-House (USBR)
- Educate-inform-trumpet
- Script
- Visual
- Goal (?)
In 2014, the AMWG approved and recommended funding for the AHAHG to create on-line training courses, establish a participant’s handbook, develop oral histories and interviews, initiate a website library with associated archival and retrieval database, and other history related items.

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A key product and help aid of the AHAHG is the website www.GCDAMP.com (WIKI).
History Concept
YEAR IN REVIEW

- Effective and unique way to provide history (time-line)
- “Amateur Hour” no cost
- POAHG/AHAHG to get first screening
- February AMWG
- Pictures of the stakeholders
- See how much happens in one year
- 8 to 10 minutes
On what date did Glen Canyon Dam start to produce hydropower?
September 4, 1964
50 Year Anniversary of Power Generation at Glen Canyon Dam
50 Year Celebration—Continued

- Displays
- Tours
- Speakers
- Navajo dance presentation
- Student video: “I am Glen Canyon”
Questions?