

I. Title: Development of an Adaptive Management Work Group Outreach Program.

II. Relationship to Adaptive Management Program, Recovery Goals, and Biological Opinion

Goal 12 of the Adaptive Management Program is "Maintain a high quality monitoring, research, and adaptive management program". Management Objective 12.9 is to "build AMP public support".

III. Study Background/Rationale and Hypotheses:

AMWG has been established to develop consensus recommendations to the Secretary of the Interior on the operations of Glen Canyon Dam. Direction for AMWG can be found in the Grand Canyon EIS and the Grand Canyon Protection Act. Without an active outreach plan and program AMWG has suffered from "Agency Writers Cramp", with very little information getting to the public and what does reach the public is, normally, only from a single agencies perspective and not AMWG. For example, when the decision was made to reduce the population of trout near the LCR there was not a coordinated press release. The press ran with information from one source or another and most of us were left picking up the pieces. Rumors abounded about elimination of trout from the entire river, fluctuating flows scouring the riverbed, and attempts to break the backs of angling guides. Of course none of the rumors were true. In addition, because we do not have a coordinated outreach program, we were unable to relay a consistent message to the public. Along with the development of a comprehensive plan for humpback chub, a public outreach plan is necessary to inform the public of our goals and objectives, as well as to inform them of ongoing activities that may impact them.

IV. Study Goals, Objectives, End Product:

The goal of this project is to develop a single, consistent, and coordinated outreach program. AMWG needs to develop a process by which it can agree on the intent and content of all press releases and other outreach mechanisms.

V. Study Area

VI. Study Methods/Approach

1. An AMWG Outreach Committee will be developed, consisting of, at a minimum, a representative of each governmental agency that is member of AMWG as well as Grand Canyon Monitoring and Research Center. Participation on the Outreach Committee will be limited to AMWG members or their alternates.
2. The committee will develop an outreach plan by 2004 to guide AMWG's outreach process for the next 10 years.
3. Each AMWG governmental agency will assign a Public Information Officer (PIO) to be a member of a team for coordination of all press releases. The PIO's will develop a mechanism of having input to each press release before it is presented. While desirable, the PIO may be a representative other than an AMWG member.
4. AN AMWG Outreach Team (consisting of the AMWG Outreach Committee and the PIO's) will meet twice each year prior to each AMWG meeting.
5. A representative from the AMWG Outreach Team will brief AMWG on its activities each AMWG meeting.

VII. Task Description and Schedule

July 2003 – January 2004	Develop AMWG outreach committee comprised of AMWG members.
July 2003 – January 2004	Assign PIO's to outreach team.
January 2004 – July 2004	Meet to develop an outreach plan. Estimate a need for a 3-day meeting followed by Email and conference calls.
July 2004	Draft outreach plan delivered to AMWG.
January 2005	Outreach plan approved by AMWG.
January 2005 – January 2007	Conduct outreach activities, review progress at each AMWG meeting.

VIII. FY-2003-2004 Work

Develop AMWG outreach committee and PIO's.
Draft outreach plan

IX. Budget Summary

Task	Start	Finish	Cost
Revitalize the AMWG outreach committee	April 2003	July 2003	\$400.00
AMWG outreach committee meeting after July AMWG meeting	July 2003	July 2003	
Develop 10-year outreach plan	July 2003	August 2003	
Governmental agencies assign PIO to committee	August 2003	August 2003	
PIO's conduct outreach activities and participate in 2 annual AMWG meetings	October 2003	Sept 2004	\$72,000.00
Travel costs for PIO's SLC 2 PHX Plus lodging	July 2003	January 2004	\$2,520.00
Outreach team to brief AMWG at each AMWG meeting	July 2003	January 2004	\$2,400.00
Publication costs, educational materials, printing,	2003	2004	\$7,680.00
Total	April 2003	Sept 2004	\$85,000.00

X. Reviewers