

Glen Canyon Dam Adaptive Management Work Group
Agenda Item Information
August 29-30, 2007

Agenda Item

Public Outreach Ad Hoc Group

Action Requested

- √ The following motion is requested, and is provided as a courtesy to AMWG members. However, no motion is presumed to be made unless and until an AMWG member makes the motion in accordance with the AMWG Operating Procedures.

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, detailed below, that includes development of additional outreach materials, media support, public education, and events development or participation.

(Note: This motion addresses the work plan only, and not the budget. The budget figures noted below are for information only; they will be considered under the FY08 Budget agenda item.)

Presenters

Jeff Humphrey, U.S. Fish and Wildlife Service (POAHG representative for Sam Spiller)
Doug Hendrix, Bureau of Reclamation (POAHG representative for Dave Sabo)

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 AMP 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.

Relevant Science

√ N/A

Background Information

**Public Outreach Ad Hoc Group 2-year Informational Product Workplan
Phase II Communications Efforts**

Following is the Phase II public outreach campaign plan for use by the AMWG and Public Outreach AHG to increase understanding of and support for the various research and management activities occurring along the Colorado River. The intent of this plan is to leverage both existing and newly developed informational campaign items and initiatives to familiarize the general public with the goals and workings of the Adaptive Management Program (AMP).

The goal of the outreach campaign is to provide the general public and core target audiences with factual, up-to-date information about the AMP – why it was created, what it entails, and what is was organized to accomplish.

The following plan builds on the Phase I products and identifies new products, initiatives or events the communications team will pursue, if approved by AMWG, over the next two fiscal years (FY 08 & 09).

Phase II Campaign Focus

Product	Date Planning / Work	Responsible Party	Estimated Cost 2008 / 2009
Official Phase I Campaign Rollout Colorado River Water Users Association - Additional tradeshow TBD	- December 2007 - TBD	- BOR - BOR	- \$1,000 / \$0 - \$1,000/ \$1,000
Tribal Outreach Materials - Fact sheets - Interpretive Materials	2008 / 2009	- Mike Yeatts - Hopi	TBD
Guide Resource Materials - Wallet cards - Ammo can information	2008 / 2009 2008 / 2008	Lynn Hamilton/GCRG	\$0 / \$5,000 \$5,000 / \$1,000
Potential Media Events - Media day/forum (w/ GCMRC) - RIP efforts - Experimental flows - Warm water releases	- 2008 / timed w/science symposium - 2008	- BOR, GCMRC - FWS / AGFD - BOR - AGFD / FWS	- \$5,000 / \$0 - TBD - TBD - TBD

Public Outreach Ad Hoc Group, continued

Product	Date Planning / Work	Responsible Party	Estimated Cost 2008 / 2009
- Archeological excavations	- 2008 / 2009 - 2008 / TBD	- BOR/Tribes	- \$2,500 / \$2,500
Media Kit Folders	2008 / 2008	BOR	\$1,500 / \$0
Educational Materials - Lesson plan (possible grant op.)	2008 / 2009	BOR & Committee	\$2,000 / \$0
New Fact Sheet Development - Monitoring efforts of Native Fish - Tribal values - High Flow Test Overview - Suppression of non-native fish that compete with or prey upon native fish	2008, 2009	BOR & Committee	\$5,000 / \$2,000
Web Site Updates & Maintenance	2008/ 2009	BOR	\$10,000/ \$10,000
Video Footage - Media B-roll packs - Program Overview	2008 / 2009	AGFD / BOR / FWS	\$10,000/ \$10,000
Administrative Costs - Design, Layout & printing - Materials & Supplies - Meeting attendance		BOR	\$7,000/ \$0
Total Projected Expenses			\$50,000/\$31,500

Timeline

We anticipate that the design, development, and preparation of the Phase II products and initiatives will occur over the next two fiscal years. Prior to use or distribution of these materials to the general public, the Public Outreach Ad Hoc Group will seek AMWG guidance and approval.

Public Outreach Ad Hoc Group Report

**AMWG Meeting – Flagstaff, AZ
August 29, 2007**



Previous AMWG Actions

Phase I Public Outreach Campaign Completed

- **Logo & catch phrase**
- **Website developed and hosted by BOR**
- **Stationary display at Glen Canyon Dam**
- **Portable display developed and utilized**
- **Fact sheets**
- **Media kits**

Previous AMWG Actions

Previous Actions Taken by AMWG (March 2005 Meeting)

Motion passed:

- MOTION: AMWG delegates to POAHG these specific authorities:
 - 1) Posting to and updating of AMP 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 resource materials.



Previous AMWG Authorizations to POAHG

December 2006 AMWG Mtg.

- 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),
- POAHG to recommend service contracts to the Bureau of Reclamation to complete necessary duties and products, and
- POAHG to report public outreach budget details annually to the TWG Budget Ad Hoc Group for review in a timely manner.



POAHG

Phase II Public Outreach Campaign

- **Phase I Campaign Rollout**
 - **Colorado Rivers Water Users Conference**
 - **Additional tradeshow TBD**
- **Tribal Outreach Materials**
 - **Fact sheets**
 - **Interpretive materials**
- **River Guide Resource Materials**
 - **Wallet cards**
 - **Ammo can information**



POAHG

Phase II Public Outreach Campaign

- **Potential Media Events**
 - Media day forum (w/ GCMRC, w/ science symposium)
 - RIP support efforts
 - Experimental flows
 - Warm water releases
 - Archeological excavations
- **Media Kit Folders**
- **Educational Materials**
 - Lesson plan (possible grant opportunity)



POAHG

Phase II Public Outreach Campaign

- **New Fact Sheet Development**
 - Native fish monitoring efforts
 - Tribal values
 - High flow test overview
 - Suppression of Nonnative Fish
- **Website Updates & Maintenance**
- **Video Footage**
 - Media B-roll packs
 - Program overview video



AMWG Action

August 2007

Action Requested:

- **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 or participation.

Public Outreach Campaign Budget Status

FUNDING HISTORY					
	2004	2005	2006	2007	2008
Outside USBR Science/Labor	--	--	--	--	--
Logistics Field Support	--	--	--	--	--
Project Related Travel/Training	--	--	--	--	--
Operations/Supplies	--	--	--	--	--
USBR Salaries	0	0	50,000	51,500	37,662
Subtotal	0	0	50,000	51,500	37,662
DOI Customer Burden (29%)	--	--	--	--	15,383
Project Total	0	0	50,000	51,500	53,045
% Total Outsourced	--	--	--	--	--

