

**Glen Canyon Dam Adaptive Management Work Group  
Agenda Item Information  
August 29-20, 2012**

Agenda Item

Public Outreach Ad Hoc Group (POAHG) Report

Action Requested

✓ For information and feedback.

Presenter

Sam Jansen, POAHG Chair, Grand Canyon River Guides

Previous Action Taken

N/A

Relevant Science

N/A

Background Information

The Public Outreach Ad Hoc Group (POAHG) typically has a line item in the AMP budget to support its work. Recently, the POAHG met to develop its budget for FY13, as follows:

Project 1: Web site video “High Flow Experiments”

- An approximately 3 minute long narrated video to provide general understanding of what HFEs are, when they have and will occur, and what they tell us.
- Will use video from previous high flow experiments, information from the approved HFE fact sheet, and new information on the HFE Protocol.

Project Components	EST. Staff Hours	Est. Cost*
Script development/review coordination, etc.	40	\$3,750.00
Narration recording, video editing, captioning	40	\$3,750.00
Web site – posting, linking	4	\$375.00
		\$7,875.00

Project 2: Video Podcast “Key AMP messages/accomplishments”

- Approximately 3 minute long video timed to coincide with possible early November HFE event. Key message will reflect the new era in the GCDAMP under the HFE Protocol.

Public Outreach Ad Hoc Group Report, continued

Project Components	EST. Staff Hours	Est. Cost*
Draft script development and/or coordination w/DC for recording set up and videography support	40	\$3,750.00
Transcript / captioning / finalizing	20 - 30	\$2,850.00
Web site – posting, linking	4	\$375.00
		\$6,975.00

Project 3: GCMRC/AMP Research Q&As

- Periodic development and updating of GCDAMP website Q&As relevant to AMP related research, monitoring, trends, and preliminary and final findings by GCMRC, to provide up to date information for media organizations and other information seekers.
- Anticipate performing updates approximately every six months.
- This project will require a GCMRC representative on the POAHG committee.

Project Components	EST. Staff Hours	Est. Cost*
Topic identification, initial Q&A formulation, POAHG/GCMRC coordination	30 - 40	\$3,750.00
GCMRC final review/approval, etc.	20	\$1,875.00
Web site – posting, linking	4	\$375.00
		\$6,000.00

Project 4: On-going gcdamp.gov website management, updating, and maintenance

- Updates to existing website information will be made based on POAHG review.
- Potential development of new resource information, which will be drafted by the POAHG and submitted to the AMWG for approval.
- A GCMRC representative on the POAHG committee will allow for significant enhancements to the gcdamp.gov site through timely updates and improved linking to the GCMRC website.

Project Components	EST. Staff Hours	Est. Cost*
Web site updates, enhancements, maintenance, potential drafting of new resource information	80 - 100	\$9,400.00

Project 5: River Runner Resources

- Laminated flyers for on-river use and reference by river guides, private boaters, and fishermen—the key visitors to the river corridor.
- Flyers will be developed in part from existing materials, reworked and expanded for the particular audience, and in part from new material produced by stakeholder organizations.

Public Outreach Ad Hoc Group Report, continued

<b>Project Components</b>	<b>EST. Staff Hours</b>	<b>Est. Cost*</b>
Writing	40	\$3,750.00
GCMRC final review/approval, etc.	20	\$1,875.00
Printing, lamination, distribution of 1500 copies	4	\$1,000.00
		\$6,625.00

Total POAHG project budget for FY13:

<b>Project</b>	<b>Est. Cost*</b>
1 "High Flow Experiments" video	\$7,875.00
2 "Key AMP Messages/Achievements" video	\$6,975.00
3 GCMRC/AMP Research Q&As	\$6,000.00
4 Website managing, maintenance, updating	\$9,400.00
5 River Runner Resources	\$6,625.00
	\$36,875.00









# POAHG Projects 2013



**Project 1:**  
**Web Video**  
**“High Flow Experiments”**



**Project 1:**  
**Web Video**  
**“High Flow Experiments”**

**\$7,875.00**



**Project 2:**  
**Web Video**  
**“Key AMP Accomplishments”**

A scenic view of a canyon with a river and a dam in the distance. The canyon walls are high and rugged, with a river flowing through the center. The sky is overcast.

Project 2:

Web Video  
“Key AMP Accomplishments”

\$6,975.00



**Project 3:**

**GCMRC/AMP  
Research Q&As**



# Project 3:

## GCMRC/AMP Research Q&As

\$6,000.00



**Project 4:**

**[gcdamp.gov](http://gcdamp.gov)**

**Management and Updates**



# Project 4:

[gcdamp.gov](http://gcdamp.gov)

## Management and Updates

\$9,400.00



**Project 5:**

**River Runner Resources**



Project 5:

# River Runner Resources

\$6,625.00

# POAHG 2013 Projects

1) Video “HFES”	7,875.00
2) Video “State of AMP”	6,975.00
3) Media Q&A	6,000.00
4) gcdamp.gov	9,400.00
5) Guide Resources	6,625.00
<b>TOTAL:</b>	<b>\$36,625.00</b>

# POAHG Budget 2013

Travel/Training	2,000
Operations/Supplies	2,500
Projects	36,625
Subtotal	41,125
DOI Overhead (35%)	14,394
Total	55,519

