

Work Task G5: Public Outreach

| FY06 Estimates | FY06 Actual | Cumulative Accomplishment Through FY06 | FY07 Approved Estimate | FY08 Proposed Estimate | FY09 Proposed Estimate | FY10 Proposed Estimate |
|----------------|-------------|--|------------------------|------------------------|------------------------|------------------------|
| \$35,000 | \$8,789 | \$8,789 | \$35,000 | \$35,000 | \$35,000 | \$35,000 |

Contact: Laura Vecerina, (702) 293-8540, lvecerina@lc.usbr.gov

Start Date: FY05

Expected Duration: FY55

Long-term Goal: To increase education and support for the LCR MSCP.

Conservation Measures: N/A

Location: N/A

Purpose: To define and establish outreach programs to increase public awareness.

Connections with Other Work Tasks (past and future): N/A

Project Description: To develop both short- and long-term outreach goals for LCR MSCP. To communicate, coordinate, and educate LCR MSCP Steering Committee members, internal and external stakeholders, and the general public about LCR MSCP implementation activities

Previous Activities: An LCR MSCP Web site was established, and a Farmers Advisory Board was developed.

FY06 Accomplishments: Reclamation formed a core outreach group, consisting of representatives from Reclamation and the Steering Committee. This group met frequently to develop and implement short- and long-term outreach goals. For short-term goals, the group updated the LCR MSCP logo and developed a standardized banner that will be used in various outreach materials. In the short term, the group developed a standard LCR MSCP report cover for publication that reflects the partnership aspect of the program.

For long-term goals, the core group helped develop a questionnaire to identify LCR MSCP outreach goals. This questionnaire was used to guide two focus group meetings: one that was held with Reclamation staff in March 2006, and another for the Steering Committee Work Group in April 2006. Information from those focus group meetings will be used to develop an outreach strategy for the program.

In addition, the core group helped to create a new display unit for the LCR MSCP, which was used at the 2006 Colorado River Water Users Conference. Along with the display, life size

cottonwood and willow trees, table runners, logo pens and notepads, and revised program fact sheets were added.

FY07 Activities: One of the recommendations from the focus group meetings held in FY06 was that the content of the Reclamation Web site needed to be expanded to offer information for interested stakeholders and the general public. Reclamation and the core group will redesign the Web site to include the new partnership look and add more lay-friendly information to the site. Reclamation will also continue to develop fact sheets and conference materials for specific aspects of the program. In addition, information and photos of the covered species will be obtained for various uses.

Proposed FY08 Activities: Based on input from the focus group meetings, Reclamation will draft a long-term outreach strategy for the program. This strategy will then be used as a guide for continuing efforts.

Pertinent Reports: N/A