

Work Task I1: Public Outreach

FY08 Estimate	FY08 Actual	Cumulative Accomplishment Through FY08	FY09 Approved Estimate	FY010 Proposed Estimate	FY11 Proposed Estimate	FY12 Proposed Estimate
\$35,000	\$16,759.13	\$61,059.13	\$40,000	\$50,000	\$70,000	\$70,000

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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. The LCR MSCP logo was updated and a standardized program header was created along with a new tag line. A standard LCR MSCP report cover was developed to reflect the partnership aspect of the program. A new display unit for the LCR MSCP was created along with the acquisition of life-size cottonwood and willow trees, table runners, logo pens, and notepads. A revised general program fact sheet was also developed. A dedication was held for the Imperial Ponds Project and project specific field tours were conducted.

FY08 Accomplishments: The focus of FY08 outreach activities was on education. Two Steering Committee field trips were conducted; one to the Big Bend Conservation Area, the other to the PVER and CVCA projects. The LCR MSCP was part of a multi-agency effort to plan the Colorado River Science Symposium. The LCR MSCP was a sponsor and LCR MSCP staff presented papers, coordinated workshops, and gave keynote speeches. Reclamation staffed a booth at the Colorado River Water Users which highlighted research and monitoring activities.

FY09 Activities: In conjunction with Work Task G1, work will continue on updating the LCR MSCP Web site to include more information for specific targeted audiences. A dedication of the

Big Bend Conservation Area is planned, along with a tour of Planet Ranch in October 2009. A strategy for public outreach will be prepared and sent out for comment.

Proposed FY10 Activities: Public outreach actions identified in the outreach strategy will be implemented.

Pertinent Reports: N/A.