

Work Task G5: Public Outreach

FY05 Estimate	FY05 Actual	Cumulative Expenditures Through FY05	FY06 Approved Estimate	FY07 Proposed Estimate	FY08 Proposed Estimate	FY09 Proposed Estimate
\$0	\$0	\$0	\$35,000	\$35,000	\$35,000	\$35,000

Contact: Laura Vecerina, (702) 293-8540

Start Date: FY05 **Expected Duration:** FY55

Long-Term Goal: To increase education and support for the LCR MSCP Program

Conservation Measures: n/a

Location: n/a

Purpose: 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

FY05 Accomplishments: This was a new start in FY06.

FY06 Activities: In FY06, Reclamation formed a core outreach group, consisting of representatives from Reclamation and the Steering Committee. This group has met frequently to develop and implement short and long-term outreach goals. For short term goals, the group has updated the look of the LCR MSCP logo, and is developing a standardized banner that will be used in various outreach materials. In the short term, the group is also developing a standard LCR MSCP report cover for publication that reflects the partnership aspect of the Program. In addition, the group is developing a general display and outreach materials for the Program that can be displayed and distributed at conferences.

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 which 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, which will be presented to the Steering Committee.

Proposed FY07 Activities: One of the recommendations from the focus group meetings held in FY06 was that the content of the Reclamation Website needed to be expanded to offer information for interested stakeholders and the general public. In FY07, Reclamation and the core group will redesign the Website to include the new partnership look and add more layperson 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 pictures of

the covered species will be obtained for various uses. Reclamation will also draft a long-term outreach strategy for the Program. This strategy would then be used as a guide for continuing efforts.