

Work Task I1: Public Outreach

FY09 Estimate	FY09 Actual	Cumulative Accomplishment Through FY09	FY10 Approved Estimate	FY011 Proposed Estimate	FY12 Proposed Estimate	FY13 Proposed Estimate
\$40,000	\$16,429.75	\$77,488.88	\$50,000	\$70,000	\$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-term and long-term outreach goals for the 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: Outreach materials were developed including fact sheets, educational displays, and visual identity materials. Numerous field trips have been conducted. Dedications have been held at conservation areas.

FY09 Accomplishments: The focus of FY09 outreach activities was on education. In conjunction with G1, work continued on updating the LCR MSCP Web site to include more information for specific targeted audiences. Reclamation staffed a booth at the Colorado River Water Users meeting, which focused on the Conservation Area sites. A strategy for public outreach was prepared and comments were obtained from the Steering Committee.

FY10 Activities: Public outreach will continue with a focus on education. In October 2009, a dedication was held for the Big Bend Conservation Area. A tour of Planet Ranch and other potential conservation sites was conducted. A field trip to Yuma East Wetlands was scheduled for the Steering Committee in conjunction with the March work group meeting. Based on the public outreach strategy, an outreach action plan will be developed that will outline activities to be implemented in FY11.

Proposed FY11 Activities: Public outreach actions identified in the FY11 Outreach Action Plan will be implemented. The FY12 Outreach Action Plan will be developed.

Pertinent Reports: The public outreach strategy is available upon request.