

Work Task I1: Public Outreach

FY10 Estimates	FY10 Actual	Cumulative Accomplishment Through FY10	FY11 Approved Estimate	FY12 Proposed Estimate	FY13 Proposed Estimate	FY14 Proposed Estimate
\$50,000	\$18,946.39	\$96,435.27	\$70,000	\$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 implement outreach programs.

Connections with Other Work Tasks (past and future): All MSCP work tasks.

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: A LCR MSCP website 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. Dedications have been held for construction completion of major projects.

FY10 Accomplishments: Public outreach continued 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 the Yuma East Wetlands was conducted for the Steering Committee in conjunction with the March 2010 work group meeting.

Reclamation hosted the fourth annual Colorado River Terrestrial and Riparian (CRITER) meeting and participated in the Colorado River Aquatic Biologists (CRAB) meeting, both

held in January 2010. These annual technical conferences provide a venue to present results from research and monitoring studies and coordinate activities with numerous federal, state, and non-government entities along the lower river.

Reclamation staff attended and presented oral presentations and posters at numerous science and technical conferences related to fisheries, wildlife, and restoration. Reclamation also staffed a booth at the Colorado River Water Users Association's annual meeting in Las Vegas, to interact with stakeholders.

The USGS published the *Proceedings of the Colorado River Basin Science and Resource Management Symposium (2008)*, which was co-sponsored by the LCR MSCP. Seven articles appear in this peer-reviewed publication, authored by program staff, contractors, or partners.

FY11 Activities: An FY11 Action Plan is being developed, based on the draft Public Outreach Strategy, to guide outreach efforts. An annual outreach accomplishment report will be prepared.

Outreach efforts in FY11 will focus on highlighting accomplishments for the first five years of the program. A 2005-2010 Program Highlights report was developed which documents those accomplishments. In March 2011, the LCR MSCP hosted a "First Five Years" river tour. The tour highlighted conservation areas developed to date and provided steering committee members with information on covered species and current research and monitoring efforts. To support the tour, updated fact sheets for the conservation areas and new fact sheets for covered species were developed.

To continue outreach efforts with local communities, the LCR MSCP participated in an event sponsored by the Blythe School District where over 60 students came and visited the Palo Verde Ecological Reserve. The district had received a grant and developed a day event for the students where they learned about the vegetation and the species, soil sampling, mapping of a watershed, and nature jewelry making. In addition, the LCR MSCP will be a sponsor this year of the "Yuma Birding and Nature Festival" scheduled in April 2011. The annual festival highlights wildlife and nature in the Yuma area, and is organized by numerous program partners.

LCR MSCP will continue working with local and regional stakeholders to implement projects. Some examples of these groups include the Imperial Dam Advisory Board, Yuma Growers Association, Lake Havasu Fisheries Improvement Program, and the Yuma County National Heritage Area.

Proposed FY12 Activities: Emphasis for outreach will continue to focus on program stakeholder education, with increased interaction in local communities. The LCR MSCP will continue to sponsor 1-3 events per year, such as the Colorado River Water Users Association and Yuma Birding and Nature Festival, or other activities which present opportunities to expand stakeholder knowledge of the program. Additional emphasis will be placed on public education through interpretive signage. A FY12 public outreach

action plan will be prepared and outreach efforts will be documented in an annual outreach accomplishment report.

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