

Work Task I1: Public Outreach

FY11 Estimate	FY11 Actual Obligations	Cumulative Expenditures Through FY11	FY12 Approved Estimate	FY13 Proposed Estimate	FY14 Proposed Estimate	FY15 Proposed Estimate
\$70,000	\$76,251.83	\$172,687.65	\$70,000	\$100,000	\$100,000	\$100,000

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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 communicate, coordinate, and educate LCR MSCP Steering Committee members, internal and external stakeholders, and the general public about LCR MSCP implementation activities.

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

Project Description: This work task provides a budget to implement an outreach program for the LCR MSCP. Activities are widely varied, and include creating educational materials, participation at conferences and other public events, interaction with some school events, and coordination with youth conservation corps groups. Outreach may be specific to a project, but more typically addresses the overall focus of the LCR MSCP and general conservation issues.

Previous Activities: The program has sponsored two regional science meetings for several years now, CRTR (Colorado River Terrestrial and Riparian) and CRAB (Colorado River Aquatic Biologists), which provide centralized forums for scientists and resource managers to discuss current research and monitoring projects taking place on the lower Colorado River. Both of these annual meetings have web space within the LCR MSCP website.

A wide range of printed materials, videos, and reports have been created to explain various program features, in both summary (fact sheet) format as well as more lengthy reports. Several banner displays have been created; these materials have been used extensively to promote the program at conferences, conservation area dedications, and other events.

The program has been able to leverage non-program funding through DOI's "Youth Initiative" for several years, to hire local youth conservation corps to work 80 hour "shifts" on LCR MSCP projects. These projects have included pole planting of cottonwood/willow, vegetation/wildlife

monitoring, native fish harvesting, and general hatchery maintenance at program partnering facilities. The projects provide the corps members valuable job experience and firsthand knowledge of local conservation issues; the program receives the physical labor from these young people at little to no cost.

FY11 Accomplishments: During FY11, additional emphasis was placed on creating program-branded promotional items to distribute and conferences and educational events. These items included recycled tote bags, water bottles, rulers; these items adorn the program logo, website, and tag line “balancing resource use with conservation”. Species specific fact sheets were created and printed to expand the range of hand outs.

The program submitted multiple funding proposals for DOI “Youth Initiative” funding, however due to limited available funding was only able to secure funding for one youth conservation corps project. An eight person corps group was employed at Yuma East Wetlands for 80 hours, assisting with irrigation ditch cleanout and maintenance, vegetation removal, and transplanting wetland plugs, while having daily discussions about conservation and conservation-related careers.

The program sponsored and participated in numerous science conferences, including Colorado River Water Users Association, Desert Fishes Council, CRAB, CRTR, the Yuma Birding and Nature Festival, the Las Vegas Science Festival, a Binational Colorado River Restoration workshop, and more. We partnered with two schools to conduct ecology related field trips in Las Vegas, NV and Blythe, CA, as well as Boy Scout troops in southern Nevada. Finally, the program hosted a week-long bus tour with Steering Committee members to multiple conservation areas throughout the program area in March. An annual report has been completed, highlighting FY11 outreach efforts in detail.

FY12 Activities: We have created a new four-panel banner display emphasizing the content published in the highlights report. A portable TV/DVD player was also purchased to provide the ability to display multimedia (photos, videos) at conferences.

During FY12, we will develop a template and several conservation area-specific outreach plans. These plans will provide guidelines and procedures for conducting field trips at specific conservation areas, based on input from the appropriate land managers.

We plan to conduct one field trip each in the Blythe, CA and Las Vegas, Nevada areas during the year. The Yuma Birding and Nature Festival was cancelled due to lack of funding; we may increase our involvement with the Las Vegas Science Festival, or some other event as a result of that cancellation. We also plan to continue involvement with “World Wetland Day”, “Earth Day”, and several other special events.

Funding has been secured from DOI’s “youth initiative” to hire at least three youth conservation corps, at Yuma East Wetlands, Big Bend Conservation Area, and Bubbling Ponds State Fish Hatchery. These projects involve site maintenance, nonnative vegetation management, native plantings, and pond harvests.

Proposed FY13 Activities: Public outreach actions identified in the FY13 Outreach Action Plan will be implemented. The FY14 Outreach Action Plan will be developed.

Pertinent Reports: The FY11 Annual Report is complete and will be posted to the website.