

Middle Rio Grande Endangered Species Collaborative Program (MRGESCP)
Administrative (Admin) Ad Hoc Group Charge
Public Outreach and Messaging on Drying Ad Hoc Group

Approved by the Executive Committee (EC) on July 15, 2022.

Approved by the Public Outreach and Messaging on Drying Ad Hoc Group on July 27, 2022.

Revision approved by the EC on December 22, 2022.

Parent Committee

The Public Outreach and Messaging on Drying Administrative Ad Hoc Group is formed by and reports to the EC.

Ad Hoc Group Charge

The Public Outreach and Messaging on Drying Administrative Ad Hoc Group is charged with developing a shared outreach and engagement strategy, including identifying the target audiences with high public interests in drying events within the Angostura (Albuquerque) Reach. The group is also charged with developing comprehensive messaging and talking points to address a wide spectrum of interests, including general public interests (e.g., recreation, aesthetics, etc.) and more specific public interests including agriculture, municipal water supply and quality, and ecosystem health. The messaging should also encompass recommendations identified in the Strategic Plan for Potential Drying in Angostura Reach (Science & Technical Ad Hoc Group; draft anticipated in January 2023).

Membership

A. *Criteria for membership*

- Organizational management responsibilities in the Angostura Reach
- Role interfacing with members of the public and stakeholders
- Experience and expertise with developing public outreach and education materials and messages
- An understanding of outreach needs related to drying in the Angostura Reach

B. *Member List*

- Anne Marken, Middle Rio Grande Conservancy District
- Carolyn Donnelly, U.S. Bureau of Reclamation
- Colleen McRoberts, City of Albuquerque Open Space Division
- David Morris, Albuquerque Bernalillo County Water Utility Authority
- J. Michael Graff, U.S. Army Corps of Engineers
- Kim Eichhorst, Bosque Ecosystem Monitoring Program
- Maggie Fitzgerald, New Mexico Interstate Stream Commission
- Mary Beth King, University of New Mexico
- Mary Carlson, U.S. Bureau of Reclamation
- Paul Tashjian, Audubon Southwest
- Rachel Stone, Albuquerque Bernalillo County Water Utility Authority

Tasks and Deliverables

Task	Objective	Deliverable	To Be Completed By
1. Develop a set of talking points	Develop a set of agreed-upon talking points and messages for individual signatories to use when developing press releases and responding to questions about drying in the Angostura Reach. This allows for shared messaging across organizations, which minimizes public confusion.	Recommended talking points	February 15
2. Develop recommended public engagement strategies	Signatories anticipate significant public concern when the Angostura Reach, particularly around Albuquerque, dries. Having a coordinated public engagement plan will help all the signatories be clear on roles, messaging responsibilities, audiences, and messaging timeframe. Drying is condition-dependent and a false warning should be avoided if possible.	Recommended public outreach strategies, and considerations for a public engagement plan	February 15
3. Develop outreach and messaging strategies for recommendations for potential drying in 2023	The Strategic Plan for Potential Drying in Angostura Reach Science & Technical Ad Hoc Group is developing a strategic plan for potential drying in 2023. The recommendations from this plan will be sent to the EC for approval. Outreach and messaging strategies will be needed to support these recommendations and get them utilized.	Outreach and messaging strategies for recommendations for potential drying in 2023	February 15