

2014 Drought Outreach Workgroup  
Organization and Workgroup Charge  
April 2, 2014

**Membership**

Each Implementing Committee member shall appoint one representative to the Implementing Committee 2014 Drought Outreach Workgroup (DOW). At any time, a DOW member may request that subject matter experts and/or needed consultants may attend to provide information on a subject being considered by the DOW. In the event that a DOW member is unavailable for a meeting, an alternate may be appointed by their Implementing Committee member.

**Meeting Conductance**

DOW meetings shall operate by consensus and be open to the public to attend. The Program Manager shall facilitate these meetings and provide regular updates to the Implementing Committee.

**First Meeting and Meeting Frequency**

The first meeting shall be held on Wednesday, April 9, 2014. The first meeting is anticipated to be largely informational and introductory, with HCP staff and others providing presentations and the DOW establishing a specific timeline for recommendation development. It is also anticipated that this Workgroup may meet every other Wednesday to establish the contingency actions required of the charge for recommendation to the Implementing Committee by the June 19<sup>th</sup> Implementing Committee meeting.

**Charge**

The purpose of the DOW is to consider and evaluate potential outreach strategies that could be utilized by Implementing Committee members in a coordinated manner to collaboratively raise awareness and understanding, by providing the public with information and updates about current drought conditions, HCP conservation measures and springflow protection measure implementation. Specifically, the DOW will review current drought conditions and evaluate public outreach needs to develop outreach strategies for recommendation to the Implementing Committee for consideration. These outreach strategies recommended, must have a specific date, flow level, index well level, river condition, or other defined trigger for implementation or distribution. Additionally, these strategies recommended should target providing information concerning conditions, future conditions, and how water usage behavior can influence the effect of drought conditions.

Recommendations shall be presented to the Implementing Committee at their June 19<sup>th</sup> meeting and shall be provided in written form to the Program Manager by June 10<sup>th</sup> for inclusion in to the meeting packet.