Outreach Messaging: Key Elements

	Trigger cfs @ SM/Comal msl @ J-17	**Action**	**Key Elements of Messaging**
1	120/200 cfs	Bio-Monitoring	• Intended to monitor effects of HCP and drought • Designed to provide information to be used in managing future droughts • Will also monitor as flows increase and recover • Monitors species health/status • Also used to verify model results as you compare previous modeling to actual observed results
2	120/130 cfs	Provision M of ITP	• Designed to prevent HCP restoration from causing further damage to habitat • Some activities will continue after USFWS approval, as they provide benefit or do not increase negative impacts to listed species at low flows and will actually be implemented smoother at low flows • Often protecting the marginal habitat you have is more beneficial to the species rather than planting optimal habitat that is subpar because it is new • Communicate USFWS approval of variance as positive messaging
3	120 cfs @ SM	State Scientific Area	• Specifically designed to protect species during low flows by reducing human impacts from recreation • Also designed to protect while allowing human use of the resource – still allows recreation to occur in a managed process • San Marcos for TWR and associated listed species protection primarily • The State Scientific Areas are defined areas from Spring Lake to IH-35 and help protect the most vulnerable Texas wild rice stands with provided enclosures.
4	100 cfs @ NB	Flow-Split Management	• Designed to protect the optimal habitat in the Old Channel of the Comal River during low flows • By managing the flow in the old and new channel and focusing on protecting old channel • Should include the flow split table in Chapter 5 of HCP • Infrastructure was updated for this purpose • Old Channel of Comal is very important habitat during drought • Actively managed as flows change – include HCP time step
5	100 cfs	Other Flows	• Acknowledge things are bad but would be worse without HCP – provide visual or estimate of benefit • HCP is intended to manage drought not prevent drought • Show delta of HCP benefit

6	50/60 cfs	Refugia salvage stock	• We have tried everything else, last ditch effort to keep species alive in captivity for reintroduction purposes • Not preferred action; but is insurance policy if all else fails • Cannot wait until systems fall below flow targets, or it is too late to collect.
7	45/30 cfs	Minimum Daily Average	• Despite all our efforts, flows continue to fall due to lack of rainfall • If not for HCP we would have reached this point well before now • Refugia is in place as solution • Status of system
8	≤ 630 msl (within DOR)	ASR	• When it triggered and the criteria used • What is ASR • What is the benefit of ASR • Possible graphic of ASR • Anticipated volumes • Although it is SAWS and SA based, provides benefit to all: springflow and future supply
9	< 635 msl on October 1st	VISPO	• When it triggered and the criteria used • What is VISPO • What is the benefit of VISPO • Anticipated volumes • Although it is Ag and western county based, provides benefit to all: springflow and future supply
10	Spring-runs go dry	Visual decreases in flows in Comal	• HCP is doing … to help… • HCP slowed/prevented this from occurring sooner by… • Spring Run 1 is not “ideal” habitat; rather Landa Lake is, and it still represents habitat in good condition. • Spring Run 1 is the first major spring to go dry in the Comal system and this was planned for and is part of the HCP • Definition of terms-Not dry but stops flowing
11	N/A	Visual decreases in flows in San Marcos	

12	N/A	Positive Messaging (Monthly, Conservation ... Etc.)	• Some of all • Benefit provided by HCP in visual or quantitative layout • Call to action- how the public can help through changing behavior (littering, river access, conservation…etc) • HCP is a regional plan • Without the endangered species, we could not keep our rivers flowing. • If interested in volunteering, please contact….