

DMG Outreach Plan  
For the  
FY 2001 Initiative

December 1, 1999

**Objective of Plan:**

Build constituency for DMG and FY 2001 DMG Budget Initiatives  
Raise political awareness and support

**Key Messages:**

The DMG provides a valuable forum for various government agencies to work together to conserve and enhance the California Deserts for current and future generations. The DMG is a practical example of "good" government.

Under the multi-agency management umbrella provided by the DMG duplication of effort will be eliminated; resources will be shared; data will be collected in a uniform manner; comprehensive regional analysis will be conducted; and more compatible and complimentary management policies will be developed.

The DMG will play a critical role in meeting the public's expectation that BLM, NPS and Department of Defense land management plans for the California Desert will be implemented in a coordinated, cost-effective, and timely manner.

Funding of the initiatives will facilitate the continued uses of the desert for grazing and OHV use that is authorized in agency land management plans by providing the resources needed to carry out the "mitigation" measure in a timely and effective manner.

Implementations of the DMG initiative will create jobs for local communities and improve the local economy.

Implementation of the DMG initiative will facilitate DOD's mission in the California deserts.

Partnerships with local agencies and private groups and organizations will be pursued aggressively to leverage funds to the maximum extent possible and promote local support for and involvement in projects.

The DMG initiative will improve and enhance the quality of the natural environment, by providing funding for high priority activities identified in BLM and NPS land management plans.

The DMG initiative is fully consistent with the intent of the California Desert Protection Act of 1994, the Federal Land Policy and Management Act, and the Endangered Species Act.

The DMG is a proven performer. Accomplishments include:

- Facilitated completion of over 70 tasks to ensure the implementation of the California Desert Protection act without compromising the mission of the participating agencies.
- Developed a joint strategy for managing wild burro populations on BLM, NPS, FWS, California State Parks and military lands. In 1999, more than 1200 burros will be captured and placed in adoption programs under this strategy.
- Established a readily accessible interagency Geographic Information System (GIS) database for natural and cultural resources in the Mojave Desert to improve decision making capabilities. Data base standards have also been established to facilitate updating of the database.
- Established an interagency approach at visitor information centers in Lancaster, Barstow and Baker, California to better serve the public by providing "one stop shopping" for information about the desert.
- Established a California desert web site that includes information about the desert's recreational opportunities, natural and cultural resources, public lands and desert safety. The web site provides ready access to useful information to people who wish to travel to the desert or learn more about the area.
- Established consistent agency policy and direction for management of 72 wilderness areas that area administered by the BLM, NPS and FWS.
- Developed a joint BLM/NPS fire management center. Staff and equipment are shared by the agencies resulting in a more cost-effective fire management program.
- Established an interagency hazardous material response team involving the BLM, NPS, EPA and the State of California. The team was responsible for the apprehension and prosecution of a major hazardous waste dumping case on public and parklands.

#### DIRT Messages

- Provide "seamless" recreation services (services that are not confused by agency jurisdictions).
- Provide the public with ready access to useful, comprehensive and consistent information about desert resources, recreation opportunities, desert safety, etc.
- Build awareness about and support for the work of the DMG and teams by developing effective public outreach programs.
- By working together on common messages and themes, DIRT can produce more materials for wider distribution more economically than if each agency did its own.

#### HAZMAT/Illegal Dumping Messages

- Illegal dumps need attention because they can contaminate the ground water that may be used for human consumption.

- They are ugly blemishes on the landscape and will negatively reflect on a community that is trying to attract new growth and tourism. How is a community going to attract new business or visitors if there are dumps littering the landscape. Dumps do not send a message of community pride.
- There are many sources of funding for assisting in the correction and prevention of illegal dumping, however we are unable to utilize those sources because we do not have the funds to provide the matches needed to tap into them. We cannot be a player.
- We need to work together with communities to solve the problem. Much illegal dumping occurs because people are not willing to pay to dump at landfills, or the landfills are closed during times when it is most convenient for people to use them. The result is that they then dump on the desert.

#### PACRAT/A Regional Handbook of Prehistory, History and Native Peoples

- The desert is rich in cultural history that spans thousands years. There is much interest in the subjects, but the information is not readily available for land managers, researcher, and especially the lay people.
- This project would pull together all of the known material so that it could be used by management in making decisions about actions or to identify new research needs. It would also be available in a format that would allow educators, students and the public in general to have access to the information in a less technical format.
- It would be a resource that will provide standardized guidance to agencies to conserve cultural resources consistent with mandates and missions in coordinated partnerships utilizing the GIS historical resources database that has been completed for the desert.
- It will outline steps for proper consultation between tribal governments and Federal, State and local governments in the California deserts.

#### Upland and Riparian Habitat Restoration

- By partnering with youth programs such as YCC and LCC, social benefits will be derived in addition to environmental accomplishments.
- If riparian communities are restored, more water becomes available for the natural environment and people who live in the desert.
- The development of nurseries that grow and provide native plant materials for use on the projects as well as for public use will assist local communities' economic base by providing jobs.
- If Federal lands are restored, there may be more flexibility to develop on private lands.
- The projects will assist the tortoise recovery and protection on Federal lands. This will provide more regulatory flexibility for other entities
- Desert soil surfaces are the key to desert health. Protect the soil surfaces (crusts) and we can protect the desert as well as reduce dust/particulate air pollution.
- The desert is special. It is not a wasteland.

### Recoverability and Vulnerability of Desert Ecosystems (Package with Restoration)

- In order to restore the desert we need to have good research to assist in developing the methods of restoration so that we do it right the first time.
- There are a lot of questions in the field of desert restoration and protection for we do not have answers. This project will provide research on which to base our restoration and management strategies.
- One of the products will be a book that would be made available to local agencies to help them in their planning processes.

No plans received for:

- Burro Management
- Implementation of Desert Tortoise Recovery Action
- Range-wide Desert Tortoise Monitoring
- Public Safety and California Desert Lands Protection
- Integrated Ecological Monitoring of the California Deserts
- Desert Water Resources
- Abandoned Mine Lands Reclamation

### Key Audiences

The names are those identified to take the message(s) to the key audiences between now and April. (John Hamill will accompany managers as his schedule permits).

#### Local Congressional Offices

- Congressman Jerry Lewis (Janet Scott): **Tim Salt, DOD (Ft. Irwin)**
- Congressman Thomas: **Hector Villalobos, Dick Martin, DOD (China Lake)**
- Congressman Mary Bono: **Jim Kenna, Ernie Quintana**
- Congressman Duncan Hunter: **Greg Thomsen, Dave van Cleve**
- Senator Dianne Feinstein (Amy Mall, Trevor Daly, Mike Richmond): **Mary Martin, Tim Salt, DOD**
- Senator Barbara Boxer (Leanna Bradley): **Ernie Quintana, Tim Read, DOD**

Washington Offices of the Congressional delegation: (Lewis, Thomas, Bono, Miller, Feinstein, Boxer and Reid) and the Senate and House Appropriations Committees:

- **DMG Team (John Hamill, Clarence Everly, Dick Martin, Tim Salt, Debbie Maxwell, Bob Williams, CA State Coordinator for DMG, other local advocates?),**
- **Office of the Secretary -- DOI needs to make sure Congress and the Committees knows this is an Administration priority (Saunders, Schaefer and Baca)**
- **Alan O'Neill should independently brief Senator Reid.**

## County Supervisors

- San Bernardino (Kathy Davis): **Mary Martin, Tim Salt or Tim Read, DOD (Ft. Irwin)**
- Imperial: **Greg Thomsen, Dave van Cleve, Curt Taucher, USFWS**
- Inyo: **Dick Martin, Hector Villalobos, DOD (China Lake)**
- Riverside: **Jim Kenna, Ernie Quintana, DOD (29 Palms)**
- Kern: **DOD (Edwards), Kathleen Franklin, Hector Villalobos**
- San Diego: **Greg Thomsen or Jim Kenna, Dave van Cleve**

Advisory Groups: **Each manager is responsible for briefing their own council/advisory group.** (Can these groups advocate for agency budgets?)

State of California: Davis Administration:

Brief CA State Park Director Rusty Arieas who can then brief Resources Secretary Mary Nichols: **Dave van Cleve, John Hamill, CA State DMG Coordinator**

What about other State Agencies?

Mojave Desert/Mt. Conservation District:

Includes all county RCD's and Chambers of Commerce (suggested by Restoration Team): **Tim Read, Restoration Team Lead**

Sierra Club: **John Hamill, Tim Salt, Mary Martin**

Nature Conservancy: **Jim Kenna, John Hamill**

Desert Protective Council: **John Hamill, Tim Salt**

Wilderness Society: **Mary Martin, Tim Salt, John Hamill**

National Fish & Wildlife Foundation: **John Hamill**

What about other foundations?

National Park Foundation

Partners for Public Lands

State Park Foundations

Other?

OHV Groups: **Tim Salt, Kathleen Franklin**

American Motorcyclist Association (AMA)

California Off Road Vehicle Association (CORVA)

California Association of Four Wheel Drive (CA4WD)

American Honda

Media – See Strategies

## **General Strategies**

Manager need to determine which of these products is needed:

- Briefing Package: Refine and produce a briefing package based on one John Hamill developed. Will include Goals, Brief overview ?, Brief description of project, including tasks and/or products, desired results, audiences, 1-2 pages per project and overview of DMG (**Hamill, DIRT**).
- Brochure: Develop an 8 ½ by 11, trifold?, brochure that synthesizes the briefing package for use as handout at meetings, etc.(**DIRT**)
- Power Point Presentation: Develop a basic power point presentation based on briefing packet to be used for groups, identified audiences, etc. All would have the basic program, could be adapted/added to for use for more specialized audiences – project(s) specific. (**DIRT**)
- Finalize a LOGO!!!! (**DIRT**)
- Guidelines for presentations(**DIRT, Hamill**)
- Package and brochure sent with cover letter to special interest groups and media (**Lead??**)

## **Media**

- Seek opportunities to get positive media attention.
- Teams/DMG liaisons identify reporter to link with. Invite them to cover any project activities taking place
- Emphasize DMG initiatives as part of Earth Day – use idea that DMG is a major effort to restore the earth by federal agencies working together in partnership.
- Possible media “hooks,” including the Catellas land purchase, Signing of DMG Cooperative Agreement by DOD, DOI and California, Opening of Lancaster Visitor Center, President's FY 01 Budget Initiative for the Cal Desert.
- Look for “links” in all media – newspaper, magazine contacts. Mention California Desert collaborative efforts.
- Sponsor a Tour: Congressional Delegation/Committee and Media tour, perhaps in conjunction with signing of DOD/DOI Agreement or opening of Lancaster.
- Gather letters of support from key officials (governors, chambers, supervisors, etc.)

## **Questions for the Managers:**

1. Do you agree with the key messages – so far?
2. Are these the right audiences and there other audiences who should be targeted (to gain support for 2001 budget)?
3. Are you willing to commit to following through with the assigned contact list?
4. What products do you need to complete the assignment? (Briefing Packet, brochure, PowerPoint, outlines....)