

**COLORADO RIVER RECOVERY PROGRAM
FY-2004 ANNUAL REPORT**

Project No.: PIP 12

I. Project title: Information and Education Program

II. Principal investigator:

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III. Project summary:

The Information and Education Program uses a variety of methods to inform targeted publics about endangered Colorado River fish and the Recovery Program. The I&E program was established in 1988 and has been responsible for the creation of a variety of educational materials. These include a newsletter, brochure, fish identification card, poster, slide program, video, media kit, signs, historical report, interpretive exhibits, fishing license holder, information clearinghouse, annual report, media relations training packet, bookmark, magnet, stickers and web site. In recent years, the I&E effort has expanded to include public involvement for all [significant] activities of the Recovery Program and has worked to set up a process for coordination and collaboration among these public involvement plans. The I&E program is ongoing for the duration of the Recovery Program.

IV. Study Schedule:

Initial year: 1988.
Final year: Duration of Recovery Program.

V. Relationship to RIPRAP:

VI. INCREASE PUBLIC AWARENESS AND SUPPORT FOR THE
ENDANGERED FISHES AND THE RECOVERY PROGRAM.

Task VI.A. Conduct survey to measure public awareness of and attitudes toward endangered Colorado River fish and the Recovery Program.

- Task VI.B. Train Recovery Program managers and researchers in media relations.
- Task VI.C. Plan and implement information and education activities for all significant Recovery Program actions, such as presentations, public meetings, public involvement training.
- Task VI.D. Promote technical publication of study results.
- Task VI.E. Produce, distribute and evaluate information and education products such as the newsletter and brochure; manage media relations including contacting reporters, producing news releases and fact sheets.
- Task VI.F. Participate in development and circulation of educational exhibits about the Recovery Program and the endangered fish.
- Task VI.G. Maintain Recovery Program technical library and library web page.

VI. Accomplishment of FY 2004 objectives and tasks:

- Tactic: I&E Committee to meet to develop strategic public involvement plans for program and related activities and to evaluate and alter plans as needed.
- Status: The I&E Committee developed and implemented a strategic communications plan that serves as an umbrella for all Program I&E activities. Individual projects that require public involvement are subsets of this plan. The Committee met May 19-20 in Grand Junction. Subjects addressed included reviewing and updating the strategic communication plan for Nonnative Fish Management (PIP 12L) and touring Recovery Program facilities, including the new fish ladder at the Grand Valley Project Diversion Dam.
- Tactic: I&E Committee and I&E Coordinator to meet with each public involvement plan principal investigator as needed to monitor progress and provide technical assistance when appropriate.
- Status: I&E Committee members actively participated in Program activities this year (including staffing exhibits) and communicated regularly with the I&E Coordinator.
- Tactic: Offer to pay public involvement training tuition costs for up to three key Recovery Program participants.
- Status: Mark Hadley attended a public involvement course at the end of the Fiscal Year.

Tactic: Provide public information and involvement for the key Recovery Program activities.

Status: **Staffed Exhibits:** Joint annual meeting of the Wyoming Water Association and the Upper Missouri River Water Association, Casper (October); Colorado River Water Users Association Annual Meeting, Las Vegas (December); Colorado Water Congress Annual Convention, Denver (January); Utah Water Users Workshop, St. George (March), Utah Wildlife and River Festival, Vernal (June).

Other Exhibits: Museum of Western Colorado, Grand Junction (one of the Recovery Program's freestanding exhibits has been on temporary display in this museum since Spring 2002 – estimated annual visitation is 15,000). It is recommended that some type of exhibit be established at the museum's sister location – the Dinosaur Museum in Fruita where visitation is much higher – 80,000 to 100,000 people per year.

Aquariums: Razorback sucker are on exhibit at The Nature Conservancy's Carpenter Ranch and the Montrose Pavilion in Gunnison (estimated annual visitation at Montrose Pavilion: 70,000). A new aquarium was established at the Quarry Visitor Center at Dinosaur National Monument.

Special Project: The Recovery Program continued to cost-share supplies for the Colorado Division of Wildlife's Aquariums in the Schools project.

Tactic: Provide regular I&E and program updates on program listserv.

Status: News releases and announcements of key news media issues are posted to the listserv. I&E meeting summaries are also posted.

Tactic: Maintain and distribute updated Recovery Program materials, ensuring consistent identity.

Status: The I&E Committee voted to produce a post-it notepad featuring all four species of endangered fish. This educational handout was used, along with species-specific magnets, for the FY 04 annual briefing trip in Washington, D.C. The Recovery Program worked with the Colorado Division of Wildlife to expand CDOW's species trading card collection to include the endangered fishes. The new cards were widely distributed.

Tactic: Maintain and update newsletter mailing list, to include all key publics.

Status: The list is updated regularly. A sign-up sheet at exhibits has resulted in the addition of about 10 new names per exhibit.

Tactic: Produce and distribute *Swimming Upstream* newsletter.

- Status: One issue was produced and distributed. The newsletter is also posted to the Recovery Program's public website.
- Tactic: Produce and distribute *Program Highlights* document.
- Status: *Program Highlights 2003-2004* was produced for both the Upper Basin and San Juan River recovery programs and continues to be a useful tool to promote the two programs. Because the President's proposed budget for FY 05 did not include Fish and Wildlife Service funding, Program partners developed a separate insert that asked that funding be restored. Also, in FY 04, Program staff worked with the partners to develop an abbreviated form of the briefing document that will be produced in FY 05.
- Tactic: Write and distribute news releases.
- Status: Key news coverage: For the second year, the Recovery Program made a proactive effort to explain the purpose and nature of nonnative fish management efforts. Reporters were invited to join biologists on river trips. This resulted in an excellent story in the *Craig Daily Press* about efforts on the Yampa River. In addition to coverage of nonnative fish issues, news media stories addressed the proposed expansion of Elkhead Reservoir; the new fish ladder at the Grand Valley Project Diversion Dam; suspension of Coordinated Reservoir Operations due to the drought; a proposed whitewater park tied to the fish passage at Price Stubb Diversion Dam; the Aspinall EIS; and students raising endangered fish in classroom aquariums. News clips are distributed routinely to CRRP staff, the I&E Committee, interested Management Committee members, and anyone else upon request.
- Tactic: Actively participate in local community groups.
- Status: A representative(s) of the Recovery Program attends meetings and maintains active communication with the Yampa River Basin Partnership.
- Tactic: Maintain and promote updated web sites.
- Status: Ellen Szczesny continues to update the CRRP internal and public web sites. Implementation of a new design for the public web site has been delayed due to the need to make it compliant with the Americans With Disabilities Act and is targeted for completion in FY 2005.
- Tactic: Target key individuals for one-on-one meetings.
- Status: This is being done as needed by representatives of the Recovery Program, including Management and Implementation Committee members and the Program Director and Program staff.
- Tactic: Establish a Speaker's Bureau by formalizing the Program's existing task of making presentations to targeted groups. Identify short list of

individuals who can serve as Program spokespersons.
Status: Although a formal Speaker's Bureau has not been established, Recovery Program staff made numerous presentations during the year and will continue to do this as opportunities arise.

Tactic: Coordinate I&E efforts with the San Juan River Basin Recovery Program.
Status: The Recovery Program shares I&E materials with the San Juan Program to ensure consistent messages about the endangered fishes. In the absence of a program coordinator for the San Juan Program during most of FY 04, communication was made directly with the chairperson of the Coordination Committee and key biologists.

VII. Recommendations: Recovery Program I & E efforts should continue to focus on the projects that will reach the greatest number of people identified as target audiences. I&E Committee members should continue to find ways to inform the public and elected officials about recovery efforts through their own organizations.

VIII. Project Status: On-track and ongoing.

IX. FY 04 Budget:

- A. Funds provided: \$50,000
- B. Funds Expended: \$50,000
- C. Difference: -0-
- D. Percent of FY 04 work completed and projected costs to complete: 100%, none
- E. Recovery Program funds spent for publication charges: Not applicable.

Status of Data Submission: Not applicable.

Signed: Debbie Felker
Information & Education Coordinator

November 29, 2004
Date