

**COLORADO RIVER RECOVERY PROGRAM
FY-2010 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 (I&E) 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, *Program Highlights* briefing document, magnets, stickers, bookmarks, trading cards, rulers, interpretive exhibits, and a web site. The I&E program takes a proactive approach to working with the news media and holds public meetings and special events as needed. In recent years, the Upper Colorado River Program expanded its outreach efforts to include the San Juan River Basin Recovery Implementation Program. Certain projects are now integrated and cost-shared. 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 2010 Tasks and Deliverables, Discussion of Initial Findings and Shortcomings:

- Tactic: I&E Committee 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 in person on March 4, at the Country Inn and Suites in Denver. The Committee also participated in a conference call on May 3. Peter Roessmann of Western Resource Advocates joined the committee to represent environmental interests. Peter had previously served on the committee when he worked for the Colorado River District.
- Tactic: I&E Committee and I&E Coordinator to meet with each public involvement plan principal investigators as needed to monitor progress and provide technical assistance when appropriate.
- Status: I&E Committee members actively participated in Program activities (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: No one participated in this training in FY 2010.

Tactic: Produce and distribute publications and other educational materials.
Status: The *Swimming Upstream* newsletter was produced and distributed with content for both the Upper Basin and San Juan River recovery programs. The newsletter mailing list is updated regularly. A sign-up sheet at exhibits has resulted in the addition of an average of 5 to 10 new names per exhibit. The newsletter is also posted to the Recovery Program's public website.

Program Highlights 2009-2010 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. Researchers are asked to provide high resolution photos to use for outreach purposes.

Tactic: Proactively seek news media coverage.
Status: The Recovery Program continued to proactively seek news media coverage to support recovery efforts. Key news media stories addressed: nonnative fish management, coordinated reservoir operations, and the installation of a PIT-tag antenna at the fish passage at Price-Stubbs Diversion Dam. News clips are distributed 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 of the Recovery Program attended meetings and maintained active communication with local groups, including the Aspinall Operations Group, the Roaring Fork Conservancy, the Uintah Basin Partners, and the Green River Basin Advisory Group.

Tactic: Maintain and promote a public website.
Status: The Recovery Program continues to maintain a public website. Content was updated in FY 10 and the old site will be taken down in FY 11.

Tactic: Strategically identify opportunities to reach target audiences through participation in special events and public meetings.

Status: The Recovery Program worked with the U.S. Fish and Wildlife Service to increase promotion of Endangered Species Day. The program brought an exhibit to the Downtown Aquarium in Denver on May 21, 2010. In addition, ES Day materials were provided to the hatcheries raising endangered fish for both the Upper CO River and San Juan River programs.

Service staff in Vernal, Utah, worked with Uintah High School to host a special ecosystem awareness day for students in May.

On behalf of the Recovery Program, the Service's Grand Junction Office and the Bureau of Reclamation participated in the Ute Water Festival held annually in May for about 2,000 local students.

Joann Perea-Richmann of the San Juan River Program participated in a water users fair held May 17-18 in Farmington, New Mexico, for more than 2,000 middle school students.

The Utah Division of Wildlife Resources office in Vernal, Utah, participated in the Uintah County Fair in August. Staff produced a poster describing three of UDWR's Recovery Program studies and provided rulers and other handouts.

The Recovery Program reached local residents who stopped by the program's exhibit at the Downtown Farmers Market Festival in Grand Junction, Colorado, on September 2.

Staff made presentations to a variety of organizations throughout the year to promote both the Upper Colorado and San Juan recovery programs.

The Recovery Program staffed exhibits at the: Colorado River Water Users Association Annual Meeting, Las Vegas (December); Colorado Water Congress Annual Convention, Denver (January); and the Utah Water Users Workshop, St. George (March). Materials were provided to the Wyoming Water Association, Casper (October).

The Recovery Program worked with the Community Agriculture Alliance to provide stuffed briefing books for attendees at 3 of 4 water forums in northwest Colorado: July 21 bus tour of Yampa River Basin. Ron Dellacroce from Yampa River and Elkhead State Parks spoke on behalf of the Recovery Program during the tour; September 24 and November 5 in

Craig.

The National Geographic Society produced a map of the Colorado River Basin to promote a book about the Colorado River. Sam Spiller from the Service's Region 2, oversaw the project and included content for the Recovery Program. Several thousand maps were distributed to recovery program participants and others.

Tactic: Coordinate production and installation of interpretive signs and exhibits.
Status: See the annual report for PIP 12H – Interpretive Exhibits.

Tactic: Integrate certain outreach projects with the San Juan River Basin Recovery Implementation Program.
Status: The programs continue to share a freestanding exhibit that includes information about programs at the exhibits mentioned above. The *Swimming Upstream* newsletter and *Program Highlights* document include content for both programs.

A rack card is being produced to promote aquarium exhibits that feature endangered fish. The card will also promote both programs. The card is slated for completion/distribution in FY 2011.

On behalf of the recovery programs, the Service is addressing a request from the Southern Ute Tribe to establish a classroom aquarium with endangered fish at the Tribe's Montessori Academy in Ignacio, Colorado. The request involves a permitting issue. This could result in an outreach opportunity that will benefit both the Upper Colorado and San Juan River programs. The issue is expected to be resolved in FY 2011.

The recovery programs provided materials and a teaching curriculum for a hands-on learning experience in the Bureau of Reclamation's exhibit at the National Boy Scout Jamboree held July 26-August 3, 2010, at Fort A.P. Hill, Virginia. The event marked the 100th anniversary of the Boy Scouts of America and drew more than 44,000 Boy Scouts, leaders and the general public from throughout the United States.

Tactic: Coordinate messages with all agencies involved with recovery of the endangered fishes.
Status: A concerted effort is ongoing to ensure consistent messages when addressing the endangered Colorado River fishes.

VI. Recommendations: Recovery Program I & E efforts should continue to focus on outreach 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.

The Recovery Program needs to continue to stress to researchers the importance of taking high resolution photos of their work that can be used in various ways to promote the Recovery Program.

I&E Committee members should consider several issues when developing the strategic plan (scope of work) for FY 12-13:

1. Reevaluate in FY 12-13 the need to set aside funds in the budget for Committee members to participate in public involvement training (i.e., the Bleiker course). No one has asked for these funds for several years.
2. Reevaluate newsletter production and mailing. Perhaps it's time to produce an online version of the newsletter and try to build an email distribution list. This would reduce the cost of printing and mailing. Initially, we will likely want to continue to produce a certain quantity of hard copies for program exhibits, to send to Visitor Centers, etc.
3. The Committee should consider how to incorporate social media (twitter, Facebook) in the strategic plan for FY 12-13.

VIII. Project Status: On-track and ongoing.

IX. FY 2010 Budget:

Upper Colorado River Endangered Fish Recovery Program

- A. Funds Provided: \$65,500 (\$30,000 carried over from FY 09)
- B. Funds Expended: \$35,000
- C. Difference: \$30,500 (carry forward to FY 2011*)
- D. Percent of FY 2010 work completed and projected costs to complete: 100% of Upper Colorado River projects for 2010 (*Carry over funds will be used to replenish educational materials, produce a 4-color brochure (rack card) and for exhibit repairs and supplies. The last two items are cost-shared with the San Juan Program.)
- E. Recovery Program funds spent for publication charges: Not applicable.

San Juan River Basin Recovery Implementation Program

- A. Funds Provided: \$20,000 (\$5,000 carried over from FY 09)
- B. Funds Expended: \$15,000
- C. Difference: \$ 5,000 (Carried forward to FY 2011 – see note above)
- D. Percent of FY 2010 work completed and projected costs to complete: 100% of the shared projects were completed.
- E. Recovery Program funds spent for publication charges: Not applicable.

X. Status of Data Submission: Not applicable.

XI. Signed: Debbie Felker
Information & Education Coordinator

January 14, 2011
Date