

**COLORADO RIVER RECOVERY PROGRAM  
FY-2011 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 2011 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 participated in conference calls on October 13, 2010, and February 23 and July 13, 2011. The Committee elected Randy Hampton with Colorado Parks and Wildlife as its new chair.
- 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 2011.

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 2010-2011* 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 continue to provide high resolution photos for outreach purposes.

The program continues to distribute other educational materials to a variety of audiences (ie., teachers, students, program partners, education specialists in other regions). These include a ruler, magnets, trading cards, bookmark and stickers.

Tactic: Proactively seek news media coverage.  
Status: The Recovery Program continued to proactively seek news media coverage to support recovery efforts. Efforts by Tom Pitts led to excellent articles about the Upper Basin and San Juan programs in several issues of *Irrigation Leader* magazine. Utah's *Deseret-News* published a feature article about the Upper Basin program. The program received good coverage of news releases issued for nonnative fish management work and the discovery of larval razorback sucker for the first time in Utah's White River. I&E Committee members continued to work together to issue joint news releases when possible on topics such as coordinated reservoir releases and the decision to stop translocation of smallmouth bass to Elkhead Reservoir. 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 maintains an updated public website, ([ColoradoRiverRecovery.org](http://ColoradoRiverRecovery.org)). Video footage was taken of the endangered fish in the office aquarium to create a short clip for the program's website.

**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. As in the past, the program brought an exhibit to the Downtown Aquarium in Denver on May 20, 2011.

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. This continues to be a popular event. Service biologists in Grand Junction also hosted numerous hatchery tours and assisted with a variety of other outreach efforts including helping to maintain aquarium exhibits at Clifton Sanitation and the Montrose Pavilion and working with the news media.

Service biologist Tildon Jones in Vernal, Utah, continued to work with Uintah High School to maintain an aquarium exhibit with endangered fish. He also made a presentation about the endangered fish at the second annual Moab River Rendezvous in November.

Recovery program staff made presentations to a variety of organizations throughout the year to promote both the Upper Colorado and San Juan recovery programs. Tom Chart and Angela Kantola staffed an exhibit at the Grand Junction Downtown Market Festival in September.

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). Program staff provide talking points to key speakers at these conferences as appropriate (i.e., Department of the Interior leaders.)

The Recovery Program worked with the Colorado Foundation for Water Education to provide 100 bus tour participants with a tour of the Grand Valley Water Users Association's fish passage and screen.

The Service included information about the Upper Basin program in its Mountain-Prairie Year-in-Review and both recovery programs in an online blog about climate change (50 stories for 50 states.)

Non-federal program partners held a call for Congressional staff on February 24. The 20-minute call had three main agenda items: a brief overview of the Upper Basin and San Juan programs, information about the non-federal partners work to get legislation passed so support funding for the programs, and a short review of the programs' progress and fish status. The partners plan to hold similar calls in the future as needed.

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 2012.

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.

**VII. 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 and seek opportunities to expand outreach efforts.

The Recovery Program should continue to encourage researchers to provide high resolution photos of their work that can be used in various ways to promote the Recovery Program.

**VIII. Project Status:** On-track and ongoing.

**IX. FY 2011 Budget:**

**Upper Colorado River Endangered Fish Recovery Program**

- A. Funds Provided: \$35,500
- B. Funds Expended: \$35,500
- C. Difference: \$ -0-
- D. Percent of FY 2011 work completed and projected costs to complete: 100% of Upper Colorado River projects were completed. (\*Carry over funds from a previous fiscal year 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. We cannot report an exact figure at this time because the Service is in mid-transition to FBMS (Dept. of Interior's new financial management system) and we will not be able to access financial reports until ~February 2012.)
- E. Recovery Program funds spent for publication charges: Not applicable.

**San Juan River Basin Recovery Implementation Program**

- A. Funds Provided: \$15,000
- B. Funds Expended: \$15,000
- C. Difference: -0-
- D. Percent of FY 2011 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

December 21, 2011  
Date