

**COLORADO RIVER RECOVERY PROGRAM  
FY-2012 ANNUAL REPORT**

**Project No.: PIP 12**

**I. Project Title:** Information and Education Program

**II. Bureau of Reclamation Agreement Number:** R10PG40060

**Project Period:** Start date: 10/01/2006  
End date: 09/30/2012  
Reporting period end date: 9/30/2012  
Is this the final report? Yes X No \_\_\_\_\_

**III. Principal Investigator:**

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**IV. 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 website. The I&E program takes a proactive approach to working with the news media and holds public meetings and special events as needed. The Upper Colorado Program works closely with the San Juan River Basin Recovery Implementation Program to coordinate outreach efforts and share costs when possible.

**V. Study Schedule:**

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

**VI. 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 2012 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 a conference call on October 27, 2011, a webinar on March 1, 2012, and a meeting and tour of the new Horsethief Canyon Native Fish Facility Ponds on July 17-18, 2012, in Grand Junction. Brent Stettler was welcomed as Utah's representative to the Committee, filling in behind Mark Hadley.
- 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 (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 2012.

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. This fiscal year, efforts were made to encourage newsletter readers to view it on the program's website instead of receiving a printed copy. This effort will continue as the I&E Committee looks for ways to save postage and printing costs.

*Program Highlights 2011-2012* was produced for both the Upper Colorado and San Juan 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, stickers and a limited number of a new item – stress fish in the shape of a razorback sucker and humpback chub. (The San Juan Program produced a razorback sucker and a Colorado pikeminnow.)

Tactic: Proactively seek news media coverage.

Status: The Recovery Program continued to proactively seek news media coverage to support recovery efforts. The program received good coverage of news releases issued for nonnative fish management work, Reclamation's announcement of the Record of Decision for Aspinnall Operations, the announcement that Coordinated Reservoir Operations would not occur, the drought's effects on endangered fishes and operation of fish passages and screens, and Questar Pipeline Company's funding support of a PIT-tag antenna in the White River. 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 Aspinnall 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. At the end of the fiscal year, a graphic designer was hired to produce a web page that will include live video of the endangered fish and links to aquarium exhibits and hatcheries where the fish can be seen in person.

Fish and Wildlife Service Public Affairs Specialists Leith Edgar and Ryan Moehring helped promote the Recovery Program with social media tools including FaceBook and Twitter. As the Service's I&E Committee representative, Leith worked with the Committee to strategize ways the other Recovery Program partners can also promote the endangered fishes through their respective social media programs.

Tactic: Strategically identify opportunities to reach target audiences through participation in special events and public meetings.  
Status: The Recovery Program participated in the grand reopening of Dinosaur National Monument's Visitor Center on October 4, 2012, which drew 1,000 visitors that day. The program placed its banner stand exhibit and tabletop aquarium with endangered fish from Ouray National Fish Hatchery inside the visitor center near a permanent interpretive exhibit about the endangered fishes.

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 and educational materials to the Downtown Aquarium in Denver on May 18, 2012.

The year 2012 marked the 15<sup>th</sup> year that the Service's Grand Junction Field Office participated in the Ute Water Festival held annually for local fifth-grade students. Staff bring endangered and nonnative fishes to show the students. The Recovery Program presented Patty Gelatt, Rick Krueger and Barb Osmundsen with framed artprints of the endangered fish to thank them for their dedication to this educational event. Bureau of Reclamation I&E Committee Member Justyn Hock (Western Colorado Area Office) represented the program with an indoor educational display. 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 makes presentations about the endangered fish and the Recovery

Program to Dinosaur NM staff and river guides as opportunities arise.

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 on July 12, 2012.

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 State of Utah continued to support Biologist Zane Olsen bringing endangered fish from Wahweap State Fish Hatchery to the exhibit in Las Vegas. For the first time, the State of Colorado's J.W. Mumma Native Aquatic Species Restoration Facility brought fish to the CO Water Congress event where Biologist Dave Westerman and I&E Committee Chair Randy Hampton helped staff the exhibit.

The Service included information about the Upper Basin program in its Mountain-Prairie Year-in-Review.

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. Exhibit panels were revised in 2012 to update dated photos. The *Swimming Upstream* newsletter and *Program Highlights* document include content for both programs.

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, including using social media as appropriate.

In FY 13, the website page featuring aquarium/hatcheries where the public can see the fish in person should be completed and promoted. 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 2012 Budget:**

**Upper Colorado River Endangered Fish Recovery Program**

- A. Funds Provided: \$51,216
- B. Funds Expended: \$51,216
- C. Difference: \$ -0-
- D. Percent of FY 2012 work completed and projected costs to complete: 100% of Upper Colorado River projects were completed. (\*Carry over funds from a previous fiscal year covered the cost-share portion of the budget usually provided by the San Juan Program.
- E. Recovery Program funds spent for publication charges: Not applicable.

**San Juan River Basin Recovery Implementation Program**

- A. Funds Provided: \$ -0-\*
- B. Funds Expended: \$ -0-
- C. Difference: -0-
- D. Percent of FY 2012 work completed and projected costs to complete: 100% of the shared projects were completed.
- E. Recovery Program funds spent for publication charges: Not applicable.  
\*Carry over funds from a previous fiscal year covered the cost-share portion of the budget usually provided annually by the San Juan Program.

**X. Status of Data Submission:** Not applicable.

**XI. Signed:** Debbie Felker  
Information & Education Coordinator

November 29, 2012  
Date