

COLORADO RIVER RECOVERY PROGRAM **Project No.: PIP 12**
FY 2010-2011 PROPOSED SCOPE OF WORK for:
PUBLIC INVOLVEMENT – UPPER COLORADO RIVER ENDANGERED FISH RECOVERY PROGRAM

Lead Agency: U.S. Fish and Wildlife Service (Program Director’s Office)

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Category:

Source:

- Ongoing project
- Ongoing-revised project
- Requested new project
- Unsolicited proposal

Expected Funding

- Annual funds
- Capital funds
- Other (explain)

I. Title of Proposal: Upper Colorado River Endangered Fish Recovery Program
Communications/Public Involvement Plan

II. Background

Situation

The Upper Colorado River Endangered Fish Recovery Program is a cooperative partnership established to recover the humpback chub, bonytail, Colorado pikeminnow, and razorback sucker in the Upper Colorado River Basin, while water development proceeds in accordance with State and Federal laws. The Recovery Program was initiated in 1988 with a cooperative agreement signed by the Governors of Colorado, Utah, and Wyoming; the Secretary of the Interior; and the Administrator of Western Area Power Administration. The parties extended the agreement in 2001 to 2013 and in 2009 to 2023.

The San Juan River Basin Recovery Implementation Program is working to recover the Colorado pikeminnow and razorback sucker in the San Juan River and its tributaries in Colorado, New Mexico, and Utah. The San Juan program was established in 1992 with the signing of a cooperative agreement by the Governors of Colorado and New Mexico; the Secretary of the Interior; the Bureau of Indian Affairs; the Southern Ute Indian Tribe; the Ute Mountain Ute Indian Tribe; and the Jicarilla Apache Nation. The Bureau of Land Management and the Navajo Nation joined the program in 1992 and 1996, respectively. The parties extended the cooperative agreement through 2023.

Both recovery programs have a multi-stakeholder structure in which Federal and State agencies work with public and private entities to recover the endangered fishes in a manner consistent with Federal, State, and tribal laws. Although their structure and goals are similar, the recovery programs each continue to operate independently, working with their own program partners and governing committees to fulfill requirements detailed in their respective cooperative agreements. (See page 3 for a list of Recovery Program partners.)

Both recovery programs operate under similar recovery elements with management actions that are consistent with the August 1, 2002, recovery goals for humpback chub, bonytail, Colorado pikeminnow and razorback sucker. The goals are reviewed and revised as needed every five years.

Funding for capital construction projects and ongoing operation and maintenance is authorized in Federal legislation through enactment of public laws. Non-Federal Recovery Program partners meet annually with members of Congress and their staff and key Department of Interior leaders to keep them updated about the recovery programs' progress. The recovery programs' success depends, in part, to their ability to work cost-effectively and efficiently and to document and report measurable outcomes.

The recovery programs coordinate efforts in many ways such as sharing research findings and technical expertise in common pursuits including: nonnative fish management, endangered fish propagation and stocking, habitat restoration, and population monitoring.

Communication and outreach are other areas where it makes sense to coordinate efforts. Using a shared approach helps ensure that common audiences receive accurate, consistent information about the endangered fishes and efforts to recover them. These audiences are described on page 3.

Beginning in fiscal years 2006 and 2007, several outreach projects were coordinated (and cost-shared) to achieve communication and outreach goals for both recovery programs. This scope of work outlines those ongoing projects and associated cost estimates.

In addition to the shared projects, this scope of work identifies projects and costs for the Upper Colorado River Program only.

The Information and Education Coordinator staffs the Information and Education Committee, which is comprised of a representative of most of the Recovery Program partners. The Committee includes participation by the San Juan River Recovery Program.

III. Study Schedule:

Initial Year: 1988

Final year: Ongoing

IV. Relationship to RIPRAP:

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

Mission

- To support the Recovery Program's success in recovering the endangered fishes by assuring that the public understands what is being done and why, and has confidence that the process is honest, open, sensitive, clear, and understandable.

Goals

- Develop public involvement strategies at the beginning of any and all projects.
- Educate target audiences about endangered fish, the threats to their survival and Recovery Program efforts to recover them.
- Promote Recovery Program accomplishments.
- Improve communication within the Recovery Program and its partner organizations.
- Integrate outreach efforts with the San Juan River Basin Program when appropriate.

Target Audiences

- News Media
- General Public
- Elected Officials at All Levels
- Land and pond owners
- Anglers
- River rafters and guides
- Educators
- Recovery Program Partners

Program Partners

Upper Colorado River Endangered Fish Recovery Program

Bureau of Reclamation	The Nature Conservancy
Colorado River Energy Distributors Assoc.	U.S. Fish and Wildlife Service
Colorado Water Congress	Utah Water Users Association
National Park Service	Western Area Power Administration
State of Colorado	Western Resource Advocates
State of Utah	Wyoming Water Association
State of Wyoming	

San Juan River Basin Recovery Implementation Program

Bureau of Indian Affairs	State of Colorado
Bureau of Land Management	State of New Mexico
Bureau of Reclamation	The Nature Conservancy
Jicarilla Apache Nation	U.S. Fish and Wildlife Service
Navajo Nation	Ute Mountain Ute Tribe
Southern Ute Indian Tribe	Water Development Interests

III. Strategies/Dates

This communication plan addresses Recovery Program strategies in general for the overall program. Separate communication plans are prepared for specific projects as appropriate.

- NEWS MEDIA.** Actively work to identify issues that would generate the interest of the news media. Prepare and distribute advance and follow-up news releases to media, members of Congress and Recovery Program partners. Identify and seek support of partner and other organizations to issue release or provide supportive statements. Invite reporters to accompany biologists as they conduct their work.

RESPONSIBILITY: I & E Coordinator/Committee

COMPLETION DATE: Ongoing
- COMMUNITY ADVISORY GROUPS.** Actively participate in local community groups to show interest in the community and to learn about any concerns the community may have re: Recovery Program efforts.

Colorado: Grand Junction – Colorado Riverfront Commission
Steamboat Springs/Craig -- Yampa River Basin Partnership and CDOW's Anglers' Roundtable
Gunnison River Basin -- Aspinall Operations Group
Roaring Fork Basin -- Roaring Fork Conservancy (Bureau of Reclamation Loveland Public Involvement)

Utah: Vernal -- Uintah Basin Partners Meeting

Wyoming: Green River Basin -- Green River Basin Advisory Group
RESPONSIBILITY: Program Director/I & E Coordinator/Committee
COMPLETION DATE: Ongoing

3. **PUBLICATIONS AND OTHER EDUCATIONAL MATERIALS.** Produce and distribute publications and other educational materials to provide current information to target audiences, ensuring consistent identity and content (including a brochure, newsletter, Program Highlights document, fact sheets, magnets, rulers, etc.)
RESPONSIBILITY: I & E Coordinator/Committee
COMPLETION DATE: Varies depending upon the publication and target audience
4. **SPECIAL EVENTS AND PUBLIC MEETINGS.** Strategically identify opportunities to reach target audiences through participation in special events and public meetings.
RESPONSIBILITY: I & E Coordinator/I & E Committee/Recovery Program partners
COMPLETION DATE: Ongoing
5. **INTERPRETIVE EXHIBITS/SIGNAGE.** Coordinate production and installation of interpretive signs/exhibits at public facilities with high visitation in target communities. Place program exhibit in highly visible public locations (See PIP 12H.)
RESPONSIBILITY: I & E Coordinator/I & E Committee/Recovery Program partners
COMPLETION DATE: Ongoing
6. **WEBSITE.** Maintain and promote updated public website (ColoradoRiverRecovery.org)
RESPONSIBILITY: I & E Coordinator/Budget Analyst
COMPLETION DATE: Ongoing
7. **AGENCY PUBLICATIONS/WEBSITES.** Publish articles in print publications and on websites of Recovery Program partners' publications and websites.
RESPONSIBILITY: I & E Coordinator/Committee
COMPLETION DATE: Ongoing
8. **INTEGRATE CERTAIN OUTREACH PROJECTS WITH THE SAN JUAN RIVER BASIN RECOVERY IMPLEMENTATION PROGRAM.** These include the newsletter, Program Highlights document, brochure, exhibit, ruler, and other items as appropriate.
RESPONSIBILITY: I & E Coordinator/Committee/Program Directors
COMPLETION DATE: Ongoing

9. **COORDINATE MESSAGES WITH ALL AGENCIES INVOLVED WITH RECOVERY OF THE ENDANGERED FISHES.** Coordinate I & E efforts among agencies outside of the Recovery Program to assure consistent and clear messages to target audiences.
RESPONSIBILITY: I & E Coordinator/I & E Committee
COMPLETION DATE: Ongoing

Evaluation

- Document print and broadcast news media placements.
- Document the number of special events/public meetings held and presentations made, including attendance numbers.
- Track visitation numbers at sites where interpretive exhibits are in place.
- Document the number of articles published in agency/partner publications.
- Document contacts made with members of Congress and their staffs and feedback received.
- Prepare an annual report to Recovery Program committees.

IV. Budget (See next 3 pages)

IV. Budget

<u>PROJECT</u>	<u>UNIT COST</u>	<u>FY 10 – CRRP</u>	<u>FY 10 - SJRRIP</u>	<u>FY 11- CRRP</u>	<u>FY 11- SJRRIP</u>
Congressional Briefing Document (<i>Program Highlights</i>)	Printing: Pocketfolder cover + 20, four-color pages plus B&W cover, size 9x12, qty: 1,500 = \$7,000; Design/layout = \$3,000; TOTAL: \$10,000 (FY 10)	\$5,000*	\$5,000*	\$5,000*	\$5,000*
Newsletter (<i>Swimming Upstream</i>)	Printing: Size: 33" x 16; B&W; qty: 8,500 = \$4,000; Design/layout = \$1,300; label/tab/meter qty: 2,800@.08 each = \$224; Postage: 2,000@.61 = \$1,708 Shipping for bulk qtys: \$268 TOTAL: \$7,500 (FY 10)	\$3,750*	\$3,750*	\$3,750*	\$3,750*
Aquarium Supplies	50/50 cost share with CO Division of Wildlife to support classroom program	\$1,200	-0-	\$1,200	-0-
Exhibit Fees	Vendor fee plus noted expenses: CO Water Congress, Denver - \$950 (inc. membership fees) CO Water Workshop, Gunnison - \$500 CO River Water Users, Las Vegas - \$3,000 (inc. electricity/shipping) SJ Water Fair - \$500 UT Water Users, St.George - \$2,000 (inc. electricity & shipping) WY Water Assoc., Casper - \$50 (TOTAL: \$7,000)	\$3,500*	\$3,500*	\$3,500*	\$3,500*
Repairs/replacement	Cost varies depending on need. Estimate based on replacing banner stands and repairs/replacements to large exhibit.	\$2,500*	\$2,500*	\$2,500*	\$2,500*

IV. Budget (Continued)

<u>PROJECT</u>	<u>UNIT COST</u>	FY 10- CRRP	FY 10- SJRRIP	FY 11- CRRP	FY 11- SJRRP
Public Involvement Training (Tuition for 3 people)	\$500 each	\$1,500	-0-	\$1,500	-0-
Utah representative travel to I&E mtgs.	2 trips @ \$500/each	\$1,000 (UT funds)	-0-	\$1,000 (UT funds)	-0-
News Clipping Service	\$100/month	\$950	\$250**	\$950	\$250**
Web support	Contract Labor 40 hrs./\$75=\$3,000	\$3,000	-0-	\$3,000	-0-
Equipment to support social media, i.e., podcasts for website				\$1,500	
Camera Equipment	Digital cameras to provide to field personnel: 5 @ \$300 each = \$1,500	\$1,500	-0-	-0-	-0-
Miscellaneous Supplies		\$1,200	-0-	\$1,200	-0-

IV. Budget (Continued)

<u>PROJECT</u>	<u>UNIT COST</u>	<u>FY 10 – CRRP</u>	<u>FY 10 - SJRRIP</u>	<u>FY 11- CRRP</u>	<u>FY 11- SJRRIP</u>
Educational Materials					
<u>FY 10</u>		\$10,400	-0-		-0-
Trading Cards	4 versions; 4-color; qty: 100,000 each: = \$7,000				
Post-it notepads	3 x 4”, 40 sheets/pad, 1 color, qty: 5,000 = \$3,400				
<u>FY 11</u>				\$10,400	
Magnets	4 versions; 3 ½ x 2”, 4-color, 5,000 ea. = \$5,500				
Ruler	2,500 qty; 4-color, 2 sides = \$2,100				
Fish stickers	85 rolls/alternating designs/ 2x4”, 4-color = \$2,800				
TOTAL		\$35,500	\$15,000	\$35,500	\$15,000

*50/50 cost-share for these integrated projects. The San Juan River Recovery Program has its own budget for outreach expenses incurred only for that program. **The news clipping service includes the San Juan River Program; however, the majority of clips received are for the upper basin program. For this reason, a minimal cost is apportioned to the San Juan Program.