0COLORADO RIVER RECOVERY PROGRAM **Project No.: PIP 12**
FY 2016-2017 PROPOSED SCOPE OF WORK for:
Public Involvement – Upper Colorado River Endangered Fish Recovery Program

Reclamation Agreement number: R13PG400019
Reclamation Agreement term: Oct. 1, 2013 – Sep. 30, 2018

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

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Date: May 1, 2015

Category:
Source:
__Ongoing project
X Ongoing-revised project
X Requested new project

__ Unsolicited proposal

Expected Funding

X Annual funds
__ Capital funds
X Other
(some funds from San Juan Program)

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 Colorado River and its tributaries in Colorado, Utah, and Wyoming 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. In 2009, the agreement was extended through September 30, 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, also while water development proceeds. 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 Southern Ute Indian Tribe; the Ute Mountain

Situation (continued)

Ute Tribe; and the Jicarilla Apache Nation. The Navajo Nation joined the program in 1996. The parties extended the cooperative agreement through September 30, 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 pages 3-4 for partner lists*.)

Both recovery programs operate under similar recovery elements with management actions that are consistent with U.S. Fish and Wildlife Service recovery goals for humpback chub, bonytail, Colorado pikeminnow, and razorback sucker.

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 staffs and key Department of Interior leaders to update them 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 also coordinated. Using a shared approach helps ensure that common audiences (*see page 3*) receive accurate, consistent information about the endangered fishes and efforts to recover them. Through mid-2013 an Information and Education (I&E) Coordinator in the Upper Colorado Recovery Program Director's office staffed the I&E Committee, which has representatives from most of the Recovery Program partners and the San Juan Recovery Program. The I&E Committee developed and approved general key messages in 2009 (*see page 8*). Currently, the recovery programs are working to determine the best way to fill in behind the recently retired I&E Coordinator in light of the current hiring freeze.

Beginning in fiscal years 2006 and 2007, the recovery programs began to cost-share several outreach projects. This scope of work outlines those 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.

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

State of Colorado
State of Utah
State of Wyoming
Bureau of Reclamation
Colorado River Energy Distributors Assoc.
Colorado Water Congress

National Park Service
The Nature Conservancy
U.S. Fish and Wildlife Service
Utah Water Users Association
Western Area Power Administration
Western Resource Advocates
Wyoming Water Association

Program Partners -- San Juan River Basin Recovery Implementation Program

State of Colorado
State of New Mexico
Jicarilla Apache Nation
Navajo Nation
Southern Ute Indian Tribe
Ute Mountain Ute Tribe
Bureau of Indian Affairs
Bureau of Land Management
Bureau of Reclamation
The Nature Conservancy
U.S. Fish and Wildlife Service
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. The intent of this plan is to revise it as needed to seize opportunities to partner with others to achieve the stated goals.

1. **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 news releases and/or provide supportive statements. Invite reporters to accompany biologists as they conduct their work.
   RESPONSIBILITY: I&E Coordinator/I&E Committee
   COMPLETION DATE: Ongoing

2. **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 (such as brochures, newsletter, Program Highlights document, fact sheets, magnets, rulers, etc.)
   RESPONSIBILITY: I&E Coordinator/I&E Committee
   COMPLETION DATE: Varies depending upon the publication and target audience

3. **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

4. **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/Recovery Program staff
COMPLETION DATE: Ongoing

7. **AGENCY PUBLICATIONS/WEBSITES.** Publish articles in Recovery Program partners' publications and websites.
RESPONSIBILITY: I&E Coordinator/I&E 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, educational materials such as a ruler, and other items as appropriate.
RESPONSIBILITY: I&E Coordinator/I&E 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 where feasible.
- Document the number of articles published in agency/partner publications.
- Prepare an annual report to Recovery Program committees.

IV. Budget

PROJECT	UNIT COST	FY 16 – CRRP	FY 16 - SJRRIP	FY 17- CRRP	FY 17- SJRRIP
Congressional Briefing Document (*Program Highlights*)	Printing: Pocketfolder cover + 20, four-color pages plus B&W cover, size 9x12, qty: 1,500 = $12,400 (printed through GPO and costs based on previous years); Design/layout = $0 (in house); TOTAL: $12,400	$7,000*	$7,000*	$7525*	$7525*
Newsletter (*Swimming Upstream*)	Printing: Size: 33" x 16; B&W; qty: 8,500 = $4,120 (printed through GPO and costs based on previous years); Design/layout = $0 (in house); label/tab/meter qty: 2,800@.08 each = $224; Postage: 2,000@.61 = $1,708 Shipping for bulk qtys: $268 TOTAL: $6,320	$3,500*	$3,500*	$3,765*	$3,765*
Aquarium Supplies	50/50 cost share with CO Division of Wildlife to support classroom program (Aquarium costs determined based on previous years' costs. These are annual supply and equipment costs to maintain aquariums in schools to help local children learn about the endangered fish.)	$1,200	-0-	$1,200	-0-
Exhibit Fees	Vendor fee plus noted expenses: CO Water Congress, Denver - $1,500 CO Water Workshop, Gunnison - $500 CO River Water Users, Las Vegas - $3,350 (inc. electricity/shipping)	$4,000*	$4,000*	$4,000*	$4,000*

Repairs/replacement	UT Water Users, St.George - $2,500 (inc. electricity & shipping) WY Water Assoc., Casper - $150 (TOTAL: $8,000) 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*
Ute Water Festival 2 days each May Grand Junction, Colo.	2 people @ 45 hrs x $41/hr = $3,690 3 people @ 16 hrs x $46/hr = $2,208 Miscellaneous supplies = $242	$6,140	-0-	$6,140	-0-
Miscellaneous Supplies/Equipment	Specialty paper (for photos and briefing book inserts) $300; replacement water-resistant cameras (e.g., Panasonic Lumix) for field staff (4 @ $200) $800.	$1,100	-0-	$1,100	-0-
Educational Materials <u>FY 16</u> New or replacement item (TBD) Stickers <u>FY 17</u> Magnets New or replacement item (TBD)	TBD = $2,200 85 rolls/2x4”, 4-color = $2,800 4 versions; 3 ½ x 2”, 4-color, qty of 4,000 ea. = $5,000 $3,000	$5,000	-0-	$8,000	-0-
TOTAL		**$30,440**	**$17,000**	**$34,230**	**$17,790**

*50/50 cost-share for these integrated projects. The San Juan Program has its own budget for outreach expenses incurred only for that program.

Water bill inserts		TBD		TBD	
Print/Direct Mail 6 x 11 postcard Western Slope	25 Adult Age To: 40 Income $0 - $49,999 Gender Male 3431 pieces: mailing list, printing, address and sort, postage and deliver to USPS Mail quarterly	2240 x 4 $8960		2240 x 4 $8960	
Billboards	Billboard message in Craig CO Junior Bulletin 6' x 12'	$630.00 per month plus setup of $150.00 (3 months)		TBD	
Radio Spots	Series of radio spots targeting Western Slope	$2800		$2800	
Movie	5-10 min, featuring both programs; produced in-house, place on website, distribute through Facebook and other outlets.	$1-2K			
Reprint Historical Document	Reprint 60 pp K/K 5000 copies			$12,000	
TOTAL		**$45,240**	**$17,000**	**$57,990**	**$17,790**

Information and Education Committee
Final Key Messages (August 13, 2009)

The Information and Education Committee prepared these messages to ensure consistent communication about the Recovery Program.

Version 1:

The Recovery Program:
-- (Purpose) Recovers endangered fish while water use and development continue
-- (Partners) Embodies a spirit of cooperation
-- (Process) Learns from the past to plan for the future

Version 2:

The Recovery Program:
-- Is working to recover four endangered fish species that are found only in the Colorado River Basin.
-- Provides for human uses of water to continue in compliance with the Endangered Species Act.
-- Is a continuing collaborative success story and a model for other endangered species recovery programs.

Version 3:

The Upper Colorado River Endangered Fish Recovery Program works to:
-- Recover endangered fishes and conserve their habitats in the upper Colorado River basin while water use and development continue;
-- Model an inclusive, cooperative and landscape-level approach to conservation; and,
-- Learn from the past to manage and conserve our natural resources for the future.

PROJECT	UNIT COST	FY 16 UCREFRP	FY 16-SJRRIP	FY 17-UCREFRP	FY 17-SJRRIP	FY 18-UCREFRP	FY 18-SJRRIP	FY 19-UCREFRP	FY 19-SJRRIP	FY 20-UCREFRP	FY 20-SJRRIP
Congressional Briefing Document (*Program Highlights*)	Printing: Pocketfolder cover + 20, four-color pages plus B&W cover, size 9x12, qty: 1,500 = $12,400.	$7,000	$7,000	$7,525	$7,525	$7,713	$7,713	$7,906	$7,906	$8,104	$8,104
Newsletter (*Swimming Upstream*)	Printing: Size: 33" x 16; B&W; qty: 8,500 = $4,120; Label/tab/meter qty: 2,800@.08 each = $224; Postage: 2,000@.61 = $1,708. Shipping for bulk qtys: $268 TOTAL: $6,320	$3,500	$3,500	$3,765	$3,765	$3,857	$3,857	$3,953	$3,953	$4,052	$4,052
Aquarium Supplies	50/50 cost share with CO Division of Wildlife to support classroom program	$1,200	-0-	$1,200		$1,236		$1,273		$1,311	
Exhibit Fees	Vendor fee plus noted expenses: CO Water Congress, Denver - $1,500 CO Water Workshop, Gunnison - $500 CO River Water Users, Las Vegas - $3,350 (inc. electricity/shipping) UT Water Users, St.George - $2,500 (inc. electricity & shipping)	$4,000	$4,000	$4,000	$4,000	$4,120	$4,120	$4,244	$4,244	$4,371	$4,371

Repairs/replacement	WY Water Assoc., Casper - $150 (TOTAL: $8,000) 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	$2,575	$2,575	$2,652	$2,652	$2,732	$2,732
Ute Water Festival 2 days each May Grand Junction, Colo.	2 people @ $41/hr x 45 hr = $3,690 3 people @ 16 hrs x $45/hr = $2,208 Miscellaneous supplies = $242	$6,140	-0-	$6,140		$6,324		$6,514		$6,709	
Miscellaneous Supplies/Equipment		$1,100	-0-	$1,100		$1,133		$1,167		$1,202	
Educational Materials <u>FY 12</u> Rulers (Reprint) Stickers <u>FY 13</u> Magnets New or replacement item (TBD)	2,500 qty; 4-color, 2 sides = $2,200 85 rolls/2x4", 4-color = $2,800 4 versions; 3 ½ x 2", 4-color, qty of 4,000 ea. = $5,000 $3,000	$5,000	-0-	$8,000		$5,150		$8,240		$5,304.50	
TOTAL		**$30,440**	**$17,000**	**$34,230**	**$17,790**	**$32,108**	**$18,265**	**$35,949**	**$18,755**	**$33,785**	**$19,259**