

INFORMATION AND EDUCATION COMMITTEE

January 6, 2000
Colorado's Ocean Journey
Denver, Colorado

Participants: Kathy Kanda, Mark Hadley, Jennifer DeLeon, Tom Pitts, Angela Kantola, Kara Lamb, John Shields, Sharon Rose, Chris Treese, Geoff Tischbein, Jone Wright, Tom Pitts, Jean Clemens, Debbie Felker

> Action items.

** Recommendations to the Management Committee

The meeting began with a tour of Ocean Journey given by Curator Neal Allen.

1. I & E Update - Debbie Felker gave an overview of 1999 I&E activities (see Attachment 1), and showed video clips of news stories on razorback stocking and the Highline Barrier Net. Committee members recommended: updating the web site and adding things like the Highline net; and meeting with the editorial boards of the Rocky Mountain News, High Country News, and perhaps the Casper Star Tribune. Tom Pitts encouraged the Service to get information out on the criteria for downlisting the humpback chub as soon as possible (this will help us with the annual Washington D.C. briefing trip). John Shields noted that it also will help if we have the Yampa PBO process moving smoothly by that time. The group discussed creating a graphical "plumbing map" of the UCRB to help make presentations to the general public and the need to have a companion interactive map on the web. John Shields recommended doing one in a common software like Powerpoint so that we can download it and use it in computer presentations, etc.
2. PIP Scopes of Work - Kathy Kanda introduced a proposal for a new process and format (Attachment 2). She stressed that the work planning process must allow the flexibility to meet the dynamic priorities which are inherent in public education and involvement.

Process Issues:

One SOW

One annual report

~Quarterly I&E meetings

Jan. (initiate planning process for next FY; update on current activities, status report)

Mar. (finish planning for next FY; update on current activities, status report)

June (review and amend I & E plans as needed)

Fall/winter (annual reports/review and amend I & E plans)

3. Redesign of Program materials - Debbie discussed the new design of the newsletter and showed an example of the 4-color bookmark. The designer, Hugh Anderson, also is working on our brochure, our display, and a more contemporary design for our logo. Hugh has generously provided the design work for a nominal cost.
4. Current year activities - The Committee discussed current I&E activities.

Chris Treese asked about having our displays at shows like the Stock Show, the Denver Boat Show, etc. Kathy suggested that we consider who we might partner with at these events, and noted that we need to consider costs/benefits of the materials we use (e.g., the bookmark is cheap enough, but the 4-color brochure is fairly expensive for these kinds of events). Jone suggested using the display at libraries and giving away our bookmarks. Kathy encouraged getting the existing education curriculum on the web so teachers can print it out (then they'd have a logical next step to take when the students receive bookmarks). If this occurs, the site will need to be highly promoted to the teachers.

Tom Pitts recommended beginning work on the Recovery Program video immediately after the Grand Valley video is done, so that we also can get the Program video done in FY 2000. The Committee will have to review the budget to make sure this can be done. Tom asked that include a statement about coordinated reservoir operations with some shots of dams and 15-Mile Reach flows. Chris suggested that once we have video footage, we add streaming video to our web site (that could wait until 2001). More importantly this year, we should review where our site is linked to and from.

Humpback chub downlisting criteria - the group brainstormed activities related to this: editorial board visits timed to coincide with this process; a Secretarial visit/announcement; having related information readily available on the web. Recovery goals will also require follow-up publicity.

Long-term funding legislation passage - We need to be careful how we publicize, this, since it primarily involves the *cost* of the Program, which doesn't play all that well publicly. Certainly a news release coordinated among the 4 states and quoting their Congressional representatives would be appropriate.

>John Shields will take the lead on this, and will talk with the Water Education Foundation and some others about how they might help us with the "plumbing map." Kathy Kanda said that Leo Eisel has prepared what will work for the base map (although it may have some detail that will need to be removed) (Sue Uppendahl can provide information on this). Tom Pitts said Matt Cook could help do web research and that sort of thing for this.

Yampa River PBO and Gunnison River PBOs will require some public relations activity. We also need to keep tabs on the schedule for the Flaming Gorge and Aspinall biological opinions, so that we can plan the appropriate public relations on those.

Kathy Kanda suggested that of the items on the FY 2000 list, the poster redesign and reprint should be the lowest priority if any of the other items require more time and money than anticipated.

The Committee recommended that those with dual membership on the

Management and Biology committees encourage I&E updates at their meetings.
>Angela will add a 30 minute I&E update to the February Management Committee meeting.

We need to keep Grand Valley activities high on our priority list; perhaps a good start would be a visit to the GJ Sentinel editorial board by Debbie, Henry, Jone, and Geoff.

River signs - >Geoff Tischbein will check with CDOW and CDOP to see how many signs Colorado needs. Tom Pitts thought some towns and landowners on the Yampa might want signs. Chris Treese said he could use one sign for the rafting put-in on River District land. And we should see where signs could be used on the Gunnison River.

5. FY 2001 Program Guidance - The group listed FY 2001 activities and related I&E/public involvement:

Gunnison PBO

Web maintenance and development (contract help)

Fish passage construction - Price-Stubb, Grand Valley Project Diversion Dam,

10,825 replacement water source

Aspinall Operations. National Park Service instream flows in the Black Canyon of the Gunnison National Monument

Non-Federal contributions to capital construction

Navajo operations (?)

San Juan River (coordination)

Exhibit at Annual Colorado River Water Users Association Meeting (Las Vegas in December)

Possible Exhibit at the Colorado Water Workshop (Gunnison at end of July)

Expanded stocking efforts.

Repeat of public attitude survey (Will need to include Wyoming this time. Kara Lamb knows of an agency in Ft. Collins that may be able to do this at a reduced cost. It may be best for one of the States to take the lead on this, because complicated OMB review is required when a Federal agency does a survey.)

Land acquisition (Grand Valley and Yampa)

Nonnative fish control (Grand Valley and Yampa)

Flow protection - Coordinated facilities, Grand Valley Water Management, Flaming Gorge operations

Interpretive exhibits/signage - Kathy recommended preparing a request for proposals so that we can contract this out. Hopefully we can get someone who can do the work on several sites over several years and also help us strategize where exhibits are needed and when. John said \$50K/year seems rather high. In some locations, providing the Program video and a combined TV/VCR might be the way to start. Kathy suggested asking an interpretive specialist to come talk to the Committee about the various possibilities.

Exhibits at airports, libraries, etc.

Public service announcements

Media training for managers and researchers

Newspaper inserts

Reprint of the historic publication; also use of historic photos in various publications

>Debbie will need to recommend some priorities for some of these before our March meeting.

6. New Chair - Chris Treese will serve as the I&E Committee for the next year.
7. Next Meeting - March 6, 2000 from 9:30 a.m. - 4:30 p.m. at the Hampton Inn at Denver International Airport, 6290 Tower Road, Denver – 303-371-0200.

I & E UPDATE

January 6, 2000

HIGHLIGHTS OF FY 1999 (October 1, 1998 - September 30, 1999)

PIP 12: Recovery Program Overall

The I&E Coordinator position was vacant nearly eight months (December 1998 - July 12, 1999). Despite this fact, many stated objectives were met, including:

- Program newsletter produced and distributed – December 1998
- Fishing license holders reprinted and distributed in early 1999. Supplies exhausted through this effort
- Congressional briefing packet produced and distributed - March 1999
- Extensive print and broadcast news coverage - installation of barrier net at Highline Lake State Park and stocking of razorback suckers – August/September 1999
- Video footage secured for Grand Valley and Recovery Program videos – September 1999

Tactics carried forward:

- Public involvement training for three individuals – Debbie and Mark Hadley attending Bleiker training January 2000. Tom Pruitt scheduled to attend in June 2000.
- Produce an annual report – recommend that this be done as a companion piece with the newsletter for distribution in June 2000.
- Endangered fish signs – on track to order this fiscal year.
- Meet with key reporters and editors to discuss Recovery Program issues/projects. Working to schedule editorial board meetings this spring – Grand Junction Daily Sentinel, Salt Lake Tribune and The Denver Post.

In addition, the Colorado squawfish was renamed Colorado pikeminnow during FY 1999. The program brochure and exhibit are being updated to reflect this change.

FY 2000
(October 1, 1999 - September 30, 2000)

Key Activities Completed to Date (October 1, 1999 - December 31, 1999)

- Contracted with graphic designer to redesign Program materials – October
- Prepared Ralph Morgenweck's comments for Colorado Water Congress' Endangered Species Conference in Denver – November
- Coordinated placing Program exhibit in lobby, Norwest Bank, Grand Junction – mid-October through mid-November
- Updated Recovery Program newsletter mailing list – November
- Produced and distributed Recovery Program newsletter – December
- Worked with FWS Refuges Dept. to complete the design/installation of interpretive exhibit at Brown's Park NWR – installation completed - December
- Secured media coverage of signed PBO for 15-Mile Reach – December
- Prepared Recovery Program PIP annual reports

- (internal audience) – December
- Prepared draft communications plan and new process for Scopes of Work and Annual Report for FY 2001 – December/January
 - Met with FWS refuges division re: sharing costs for interpretive signs and auto tour stop(s) at Ouray NWR and NFH – January
 - Produced bookmark to replace fish identification card - currently at printer

Scheduled Activities:

1. Debbie and Mark Hadley to attend Systematic Development of Informed Consent (Bleiker) training – Jan. 10-13 (Tom Pruitt to attend in June, Denver)
2. Represent Program at CDOW booth at Denver Sportsman's Show – Currigan Hall, (Jan. 17-23)
3. Represent Program at Eagle Fest - Rocky Mountain Arsenal, Denver - Jan. 22
4. Researchers' Meeting - Moab, Jan. 24-26
5. Represent Program at CDOW booth at International Sportsman's Expo, Denver (Feb. 24-27)
6. Yampa River Trip for key decisionmakers (June 7-10)

Immediate Priorities:

1. Grand Valley Video – Complete by February 29
2. D.C. Briefing Document – draft ready for Management Committee February 23
3. Testimony for Senate Hearing - Long-term Funding Legislation - February?
4. Widespread distribution of Program bookmarks – Complete by February 29
5. Schedule editorial board with GJ Sentinel and possibly The Denver Post/Salt Lake Tribune to update re: downlisting criteria and proposed legislation – February/March
6. Order and distribute endangered fish river signs – February/March
7. Announcement/public meetings - downlisting criteria for humpback chub - March/April
8. Recovery Program brochure, program exhibit, home page for web site – Complete by April 30
9. Film stock videotape footage of Program activities in Vernal – April/May
10. Recovery Program annual report – external audience, combine with next newsletter? – June 2000? (Instead

- of the currently scheduled March 2000)
11. Celebration with Secretary of Interior if legislation passes - (coordinate with SJRP)
possibly tie to planned Yampa River Trip (June 7-10)
 12. Develop Colorado River “plumbing map/graphics” – complete by July 30 (do we still want this?)
 13. Produce Program poster (if funds available) – Complete by September 15

