

**COLORADO RIVER RECOVERY PROGRAM
FY-2003 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 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, brochure, fish identification card, poster, slide program, video, media kit, signs, historical report, interpretive exhibits, fishing license holder, information clearinghouse, annual report, media relations training packet, bookmark, magnet, stickers and web site. In recent years, the I&E effort has expanded to include public involvement for all [significant] activities of the Recovery Program and has worked to set up a process for coordination and collaboration among these public involvement plans. 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 2003 objectives and tasks:

- Tactic: I&E Committee to meet 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. In FY 03, the Committee developed and implemented a strategic communications plan specifically for nonnative fish management (PIP 12L).
- 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 this year 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: Although there was interest in attending the Bleiker public involvement training, no one was able to do so in FY 03. The Program paid tuition for Utah's I&E Committee representative Mark Hadley to attend a training course about holding public meetings. This may be a course that others would like to attend in FY 04.

Tactic: Provide public information and involvement for the key Recovery Program activities.

Status: **Staffed Exhibits:** Colorado River Water Users Association Annual Meeting, Las Vegas (December); Colorado Water Congress Annual Convention, Denver (January); Utah Water Users Association Annual Meeting, St. George, featured live bonytail and was staffed by Utah Division of Wildlife Resources and U.S. Fish and Wildlife Service (SLC office) biologists (March). Live fish were displayed at the Colorado State Fair in August where Colorado Division of Wildlife staff included Recovery Program bookmarks at the CDOW display.

Other Exhibits: Museum of Western Colorado, Grand Junction (one of the Recovery Program's freestanding exhibits has been on temporary display in this museum since Spring 2002 – estimated annual visitation is 15,000). It is recommended that some type of exhibit be established at the museum's sister location – the Dinosaur Museum in Fruita where visitation is much higher – 80,000 to 100,000 people per year. The Recovery Program's other freestanding exhibit was set up at the Carl Hayden Visitor Center at Glen Canyon Dam (Memorial Day through early October). Visitation is estimated at 650,000.

Aquariums: Razorback sucker are on exhibit at The Nature Conservancy's Carpenter Ranch and the Montrose Pavilion in Gunnison (estimated annual visitation at Montrose Pavilion: 70,000). A new aquarium is being established at the Quarry Visitor Center at Dinosaur National Monument. A proposal was made to the Bureau of Reclamation to establish a temporary, and later permanent, aquarium at the Carl Hayden Visitor Center at Glen Canyon Dam. This will be pursued in FY 04.

Special Project: The Recovery Program agreed to cost-share supplies for the Colorado Division of Wildlife's Aquariums in the Schools project.

Tactic: Provide regular I&E and program updates on program listserver.

Status: News releases and announcements of key news media issues are posted to the listserver. I&E meeting summaries are also posted.

Tactic: Maintain and distribute updated Recovery Program materials, ensuring consistent identity.

Status: A fourth magnet, the bonytail, was produced and distributed. Video production, scheduled for completion in FY 03, was postponed to FY 04 due to other priorities this fiscal year.

Tactic: Maintain and update newsletter mailing list, to include all key publics.
Status: The list is updated regularly. A sign-up sheet at exhibits has resulted in the addition of 10 to 20 new names per exhibit.

Tactic: Produce and distribute newsletter.
Status: One issue was produced and distributed. The newsletter is also posted to the Recovery Program's public website.

Tactic: Produce and distribute Program Highlights document.
Status: Rather than produce both an annual report and a Congressional briefing book, these products were combined in FY 2001 into one document, [Program Highlights]. The document provides highlights of both the Upper Basin and San Juan River recovery programs. This document continues to be a useful tool to promote the two programs.

Tactic: Write and distribute news releases.
Status: Key news coverage: A proactive effort to promote this year's nonnative fish management work and public meetings resulted in good news media coverage. Other news media stories addressed students releasing razorback sucker into the river after raising them in classrooms and the Draft Environmental Assessment for the Yampa River Management Plan. News clips are distributed routinely 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(s) of the Recovery Program attends meetings and maintains active communication with the Yampa River Basin Partnership.

Tactic: Maintain and promote updated web site.
Status: Ellen Szczesny continues to update the CRRP internal web site. She worked with the I&E Committee to outline a design for a new, updated public web site. Implementation of this design has been delayed due to the need to make it compliant with the Americans With Disabilities Act. Updates are slated for completion in FY 2004.

Tactic: Target key individuals for one-on-one meetings.
Status: This is being done as needed by representatives of the Recovery Program, including Management and Implementation Committee members and the Program Director and Program staff.

Tactic: Establish a Speaker's Bureau by formalizing the Program's existing task of making presentations to targeted groups. Identify short list of individuals who can serve as Program spokespersons.

Status: Although a formal Speaker's Bureau has not been established, Recovery Program staff made numerous presentations during the year and will continue to do this as opportunities arise.

Tactic: Coordinate I&E efforts with the San Juan River Basin Recovery Program.

Status: The Recovery Program continues to share I&E materials with the San Juan Program to try to ensure consistent messages about the endangered fishes.

VII. Recommendations: Recovery Program I & E efforts should continue to focus on the 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.

VIII. Project Status: On-track and ongoing.

IX. FY 03 Budget:

A. Funds provided: \$48,000

B. Funds Expended: \$48,000

C. Difference: -0-

D. Percent of FY 03 work completed and projected costs to complete: 100%, none

E. Recovery Program funds spent for publication charges: Not applicable.

Status of Data Submission: Not applicable.

Signed: Debbie Felker
Information & Education Coordinator

November 17, 2003
Date