

**COLORADO RIVER RECOVERY PROGRAM
FY-2008 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 (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 web site. The I&E program takes a proactive approach to working with the news media and holds public meetings and special events as needed. In recent years, the Upper Colorado River Program expanded its outreach efforts to include the San Juan River Basin Recovery Implementation Program. Certain projects are now integrated and cost-shared. 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 2008 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 met via two conference calls in 2008: June 19 and September 23.
- 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 2008.

Tactic: Produce and distribute publications and other educational materials.
Status: One issue of the *Swimming Upstream* newsletter was produced and distributed. The newsletter mailing list is updated regularly. A sign-up sheet at exhibits has resulted in the addition of an average of 6 to 10 new names per exhibit. The newsletter is also posted to the Recovery Program's public website.

Program Highlights 2007-2008 was produced for both the Upper Basin and San Juan River recovery programs and continues to be a useful tool to promote the two programs.

Tactic: Proactively seek news media coverage.
Status: The Recovery Program continued to proactively seek news media coverage to support recovery efforts. Key news media stories addressed: nonnative fish management, the receipt of a cooperative conservation award from the Department of the Interior, coordinated reservoir operations, completion of the Price-Stubb fish passage, and the dedication of capital projects in the Grand Valley. 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, the Green River Basin Advisory Group, and the Yampa River Basin Partnership.

Tactic: Maintain and promote a public website.
Status: The Recovery Program continues to maintain a public website (coloradoriverrecovery.fws.gov). In order to maintain the program's graphic identity, the Recovery Program worked with the Fish and Wildlife Service to change it the program's URL to ColoradoRiverRecovery.org. The Service will continue to maintain the server but would have required the web graphic standards for the site's design to fall under Service guidelines if the URL continued to be fws.gov. A new template design was completed in FY 08. Content will be updated and moved to the new site and should be for public access in FY 09.

Tactic: Strategically identify opportunities to reach target audiences through participation in special events and public meetings.

Status: Recovery Program partners held a dedication event on July 1, to celebrate completion of capital projects in the Grand Valley. More than 100 people attended the event. Speakers were: Master of Ceremonies John Shields; Jennifer Gimbel, director, Colorado Water Conservation Board; Kris Polly, deputy commissioner, Bureau of Reclamation; Lynn Scarlett, deputy secretary, Department of the Interior; John Salazar, U.S. Representative; Jay Slack, deputy director, U.S. Fish and Wildlife Service, Mountain-Prairie Region; and Greg Trainor, utility and street systems director, City of Grand Junction.

Recovery Program partners participated in a ceremony in April to accept a Department of the Interior Cooperative Conservation Award.

The Recovery Program helped educate more than 700 students in May at an endangered species day event sponsored by the Downtown Aquarium in Denver.

Staff made presentations to a variety of organizations throughout the year to promote the Recovery Program.

The Recovery Program staffed exhibits at the: Colorado River Water Users Association Annual Meeting, Las Vegas (December); Colorado Water Congress Annual Convention, Denver (January); Utah Water Users Workshop, St. George (March); and the Water Festival in Grand Junction (May). The banner stand and outreach materials were provided at the Wyoming Water Association, Casper (October).

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: A new exhibit was produced in FY 08 that integrates the messages of both the Upper Colorado River and San Juan River programs. The *Swimming Upstream* newsletter and *Program Highlights* document continue to 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 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. The Recovery Program should continue to implement tactics used in FY 08 and identify opportunities to expand outreach efforts. A concerted effort should be made in FY 09 to obtain updated photos to illustrate all program elements for both the Upper Colorado River and San Juan River programs. Photos will be used for publications, interpretive exhibits, websites and presentations.

VIII. Project Status: On-track and ongoing.

IX. FY 08 Budget:

Upper Colorado River Endangered Fish Recovery Program

- A. Funds Provided: \$45,637 (\$18,272 carry over from FY 07)
- B. Funds Expended: \$33,137
- C. Difference: \$12,500 (carry forward to FY 09)
- D. Percent of FY 08 work completed and projected costs to complete: 90% of Upper Colorado River projects. (Carry over funds of \$12,500 will be used to replenish educational materials, produce a 4-color brochure and for exhibit repairs and supplies. The last two items are cost-shared with the San Juan Program as noted below.)
Recovery Program funds spent for publication charges: Not applicable.

San Juan River Basin Recovery Implementation Program

- A. Funds Provided: \$11,571
- B. Funds Expended: \$ 6,571
- C. Difference: \$ 5,000 (carry forward to FY 09)
- D. Percent of FY 08 work completed and projected costs to complete: 90% of the shared projects were completed. (Carry over funds of \$5,000 will be used to cost-share production of a 4-color brochure and for exhibit repairs and supplies.)
- E. Recovery Program funds spent for publication charges: Not applicable.

X. Status of Data Submission: Not applicable.

XI. Signed: Debbie Felker
Information & Education Coordinator

January 14, 2009
Date