

**COLORADO RIVER RECOVERY PROGRAM
FY-2009 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 2009 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 in person on February 12, at the Downtown Denver Aquarium where members enjoyed a behind-the-scenes tour and a look at the endangered fish and other exhibits. The Committee also participated in three conference calls: April 9, June 30, and September 21.
- 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 2009.

Tactic: Produce and distribute publications and other educational materials.
Status: The *Swimming Upstream* newsletter was produced and distributed with content for both the Upper Basin and San Juan River recovery programs.. The newsletter mailing list is updated regularly. A sign-up sheet at exhibits has resulted in the addition of an average of 5 to 10 new names per exhibit. The newsletter is also posted to the Recovery Program's public website.

Program Highlights 2009 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. This issue was a culmination of accomplishments for both programs since their inceptions.

Recovery Program staff and researchers made an extra effort to take high resolution photos to use for outreach purposes.

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, coordinated reservoir operations, a Colorado pikeminnow that used the newly completed fish passage at the Price-Stubb diversion dam, the first razorback sucker seen in the Lily Park reach of Yampa River in 30 years, the extension of the Recovery Program's cooperative agreement and the announcements of a new program director and a new project leader. 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, and the Green River Basin Advisory Group.

Tactic: Maintain and promote a public website.
Status: The Recovery Program continues to maintain a public website. The URL was changed in FY 08 from ColoradoRiverRecovery.fws.gov to ColoradoRiverRecovery.org. The U.S. Fish and Wildlife Service continues to maintain the server. The new URL allows the program to maintain the program's graphic identity. Updates to public content began in FY 09 and will be completed in FY 2010.

Tactic: Strategically identify opportunities to reach target audiences through participation in special events and public meetings.
Status: The Recovery Program helped educate more than 700 students on endangered species day in May at the Downtown Aquarium in Denver.

Staff made presentations to a variety of organizations throughout the year to promote both the Upper Colorado and San Juan recovery programs.

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); the Water Festival in Grand Junction (May) and the Colorado Water Workshop, Crested Butte (July). 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: The programs continue to use a freestanding exhibit that includes information about programs at the exhibits mentioned above. The *Swimming Upstream* newsletter and *Program Highlights* document include content for both programs. A ruler was produced with information about the Upper Colorado program on one side and the San Juan program on the other side.

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 outreach 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 and in keeping with new communication techniques as appropriate.

VIII. Project Status: On-track and ongoing.

IX. FY 09 Budget:

Upper Colorado River Endangered Fish Recovery Program

- A. Funds Provided: \$47,644 (\$12,500 carried over from FY 08)
- B. Funds Expended: \$17,644
- C. Difference: \$30,000 (carry forward to FY 10*)
- D. Percent of FY 09 work completed and projected costs to complete: 90% of Upper Colorado River projects. (*Carry over funds 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.)
- E. Recovery Program funds spent for publication charges: Not applicable.

San Juan River Basin Recovery Implementation Program

- A. Funds Provided: \$19,356 (\$5,000 carried over from FY 08)
- B. Funds Expended: \$14,356
- C. Difference: \$ 5,000 (Carried forward to FY 2010 – see note above)
- D. Percent of FY 09 work completed and projected costs to complete: 90% of the shared projects were completed.
- 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 29, 2010
Date