

**COLORADO RIVER RECOVERY PROGRAM
FY 2016-2017 PROPOSED SCOPE OF WORK for:**

Project No.: PIP 12

Public Involvement – Upper Colorado River Endangered Fish Recovery Program

Reclamation Agreement number: R13PG400019
Reclamation Agreement term: Oct. 1, 2013 – Sep. 30, 2017 (new agreement # pending)

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

Submitted By: Melanie Fischer, UCREFRP
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Date: June 19, 2017

Category:

Source:

- Ongoing project
- Ongoing-revised project
- Requested new project
- Unsolicited proposal

Expected Funding

- Annual funds
- Capital funds
- 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 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. The I&E Committee developed and approved general key messages in 2009 (see page 8) and is currently discussing updating those messages. The Information and Education (I&E) Coordinator in the Upper Colorado Recovery Program Director's office staffs the I&E Committee, which has representatives from most of the Recovery Program partners and the San Juan Recovery Program.

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

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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.** Interpretive signs and exhibits at museums and visitor centers are key tools used to educate the general public. 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
RESPONSIBILITY: I&E Coordinator/I&E Committee/Recovery Program partners
COMPLETION DATE: Ongoing

5. **SOCIAL MEDIA and WEBSITE.** Maintain and promote updated Facebook page and public website (ColoradoRiverRecovery.org)
RESPONSIBILITY: I&E Coordinator/Recovery Program staff
COMPLETION DATE: Ongoing
6. **AGENCY PUBLICATIONS/WEBSITES.** Publish articles in Recovery Program partners' publications and websites.
RESPONSIBILITY: I&E Coordinator/I&E Committee
COMPLETION DATE: Ongoing
7. **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
8. **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

<u>PROJECT</u>	<u>UNIT COST</u>	<u>FY 18 CRRP</u>	<u>FY 18 - SJRRIP</u>	<u>FY 19- CRRP</u>	<u>FY 19- SJRRIP</u>
Congressional Briefing Document <i>(Program Highlights)</i>	Printing: 24 pp 8.5 x 11, saddle-stitched into 9 x 12 pocket folder QTY: 1,500 = \$11,340 (printed through GPO and costs based on previous years); Design/layout = \$0 (in house);Shipping costs for bulk quantities; \$300 TOTAL: \$11,640	\$5,820 ¹	\$5,820 ¹	\$5936 ¹	\$5936 ¹
Field Report <i>(Swimming Upstream)</i>	GPO Printing: 16 pp Self CVR. 4/4 8.5 x 11 Saddle- Stitched; QTY: 4,500 = \$2,907 Design/layout = \$0 (in house); Mailing Services: 2,420@.0843 each = \$204 Postage: 2,420 = \$1,042 Shipping for bulk quantities: \$300 TOTAL: \$4,453	\$2,227 ¹	\$2,227 ¹	\$2,272 ¹	\$2,272 ¹
Aquarium Supplies	50/50 cost share with CPW to support classroom program (Aquarium costs determined based on previous years' costs.)	\$2,800	-0-	\$2,856	-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 (includes electricity/shipping) UT Water Users, St.George - \$2,500 (includes electricity & shipping) WY Water Assoc., Casper - \$150 CO Rocky Mountain Coal Institute Annual Meeting -\$300 TOTAL: \$8,300	\$4,150 ¹	\$4,150 ¹	\$4,233 ¹	\$4,233 ¹

¹ *50/50 cost-share for these integrated projects. The San Juan Program has its own budget for outreach expenses incurred only for that program.

Repairs/replacement	Cost varies depending on need. Estimate based on replacing banner stands and repairs/replacements to exhibit.	\$2,500 ¹	\$2,500 ¹	\$2,550 ¹	\$2,550 ¹
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 TOTAL: \$6,140	\$6,140	-0-	\$6,263	-0-
Miscellaneous Supplies/Equipment	Specialty paper (for photos and briefing book inserts) and other design materials.	\$1,100	-0-	\$1,122	-0-
Educational Materials <u>FY 18</u> New or replacement item (TBD) <u>FY 19</u> New or replacement item (TBD)	Endangered Fish Tattoos: 20,000 = \$3,200 Lil Suckers: 1,000 = \$2225 Endangered Fish Lapel pins: Colorado pikeminnow (Shared) QTY:1050 = \$1628; Razorback sucker (Shared) 1050 = \$1628; Humpback chub 525 = \$866; Bonytail 525 = \$866 Paper Stickers: 25 rolls/2.5x4", 1000 per roll 4-color = \$2,225 Magnets: 4 versions; 3 ½ x 2", 4-color, QTY of 6,000 ea. = \$3,495 Rulers: 12" 4/4 inches/metric 10,500 = \$3485 Can Koosies: 500 ea of 4 / 2000 = \$3100 Vinyl Fish Stickers: 2750 ea of 4 = \$3300 Trading Cards: 2.5x3.5 4/1 12pt C1S 25,000 ea of 4 = \$2486	\$26,101	\$2,403	\$26,623	\$2,451
Signs/Exhibits/ Interpretive Signs	Design/Produce/Install: signs/exhibits/interpretive signs at locations with high visitation in target communities.	\$5,000		\$5,100	
TOTAL		\$55,838	\$17,100	\$56,955	\$17,442

IF ADDITIONAL FUNDS BECOME AVAILABLE:

Reprint Historic Doc	60 pp 1/1 8.5 x 11 Perfect Bind QTY: 5000	\$12,000		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	\$8,960		\$9,139	
Billboards	Billboard message in Craig CO Junior Bulletin 6' x 12' \$630.00 per month plus setup of \$150.00 (3 months)	\$2,040		\$2,081	
Radio Spots	Series of radio spots targeting Western Slope	\$2,800		\$2,856	
Movie	5-10 min, featuring both programs; produced in-house, place on website, distribute through Facebook and other outlets.	\$2,000		\$2,040	
TOTAL		\$83,638	\$17,100	\$73,071	\$17,442

**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.

Outreach Events Calendar

CO Water Congress, January, Denver, CO (January 24-26, 2018)

UT Water Users Association, March, St. George, UT (March, 2018 dates TBD)

UT Home and Garden Show, Vernal, UT (March, 2018 dates TBD)

CO Western Colorado Children's Water Festival, May, Grand Junction, CO (May, 2018 dates TBD)

CO "*Razorback in the Classroom*" fish release, James M. Robb Connected Lakes State Park (May, 2018 dates TBD)

UT "*Razorback in the Classroom*" fish release, Ouray National Wildlife Refuge, Vernal, UT (May, 2018 dates TBD)

CO Grand Junction Farmer's Market, Thursday evenings, Mid-June through late September, Grand Junction, CO

CO Palisade Farmer's Market, Thursday evenings, Mid-June through late September, Palisade, CO

CO Rocky Mountain Coal Mining Institute Annual Meeting, various locations in CO. (June, 2018 dates TBD)

CO Water Workshop, June or July, Gunnison, CO (2018 dates TBD)

CO Palisade Peach Festival, Palisade, CO. (August 18-19, 2017)

WY Water Assoc., Late October, Casper, WY (attend in even years; 2018 dates TBD)

CO River Water Users, mid-December, Las Vegas, NV (2018-19 dates TBD)

<u>PROJECT</u>	<u>UNIT COST</u>	<u>FY 18 CRRP</u>	<u>FY 18 - SJRRIP</u>	<u>FY 19- CRRP</u>	<u>FY 19- SJRRIP</u>	<u>FY 19 CRRP</u>	<u>FY 19 - SJRRIP</u>	<u>FY 20 CRRP</u>	<u>FY 20 - SJRRIP</u>	<u>FY 21 CRRP</u>	<u>FY 21 - SJRRIP</u>
Congressional Briefing Document (<i>Program Highlights</i>)	Printing: 24 pp 8.5 x 11, saddle-stitched into 9 x 12 pocket folder QTY: 1,500 = 11,340 (printed through GPO and costs based on previous years); Design/layout = 0 (in house); Shipping costs for bulk quantities; 300 TOTAL: 11,640	5,820	5,820	5,936	5,936	6,055	6,055	6176.23	6176.23	6299.76	6299.76
Field Report (<i>Swimming Upstream</i>)	GPO Printing: 16 pp Self CVR. 4/4 8.5 x 11 Saddle-Stitched; QTY: 4,500 = 2,907 ; Design/layout = 0 (in house); Mailing Services: 2,420@.08 each = 204 ; Postage: 2,420 = 1,042 ; Shipping: 300 TOTAL: 4,453	2,227	2,227	2,272	2,272	2316.97	2,317	2363.31	2363.31	2410.58	2410.58
Aquarium Supplies	50/50 cost share with CPW to support classroom program (Aquarium costs determined based on previous years' costs.)	2,800	-0-	2,856	-0-	2913.12	-0-	2971.38	-0-	3030.81	-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 (includes electricity/shipping) UT Water Users, St. George - 2,500 (includes electricity & shipping) WY Water Assoc., Casper - 150 CO Rocky Mountain Coal Institute Annual Meeting - 300 TOTAL: 8,300	4,150	4,150	4,233	4,233	4317.66	4,318	4404.01	4404.01	4492.09	4492.09
Repairs/replacement	Cost varies depending on need. Estimate based on replacing banner stands and repairs/replacements to exhibit	2,500	2,500	2,550	2,550	2601	2,601	2653.02	2653.02	2706.08	2706.08

Ute Water Festival 2 days each	2 people @ 45 hrs x 41/hr	3690		3764		3839		3916		3994	
	3 people @ 16 hrs x 46/hr	2,208	-0-	2,252	-0-	2297		2343		2390	
	Miscellaneous supplies = 242	242		246.84		251.78		256.81		261.95	
Miscellaneous Supplies/Equipment	Specialty paper (for photos and briefing book inserts) and other various design materials	1,100	-0-	1,122	-0-	1144.44		1167.33		1190.68	
Educational Materials <u>FY 18</u> New or replacement item (TBD) <u>FY 19</u> New or replacement item (TBD)	Endangered Fish Tattoos: 20,000 = 3,200 Lil Suckers: 1,000 = 2225 Endangered Fish Lapel pins: Colorado pikeminnow (Shared) QTY:1050 = 1628 Razorback sucker (Shared) 1050 = 1628 Humpback chub 525 = 866 Bonytail 525 = 866 Paper Stickers: 25 rolls/2.5x4", 1000 per roll 4- color = 2,225 Magnets: 4 versions; 3 ½ x 2", 4-color, QTY of 6,000 ea. = 3,495 Rulers: 12" 4/4 inches/metric 10,500 = 3485 Can Koosies: 500 ea of 4 / 2000 = 3100 Vinyl Fish Stickers: 2750 ea of 4 = 3300 Trading Cards: 2.5x3.5 4/1 12pt C1S 25,000 ea of 4 = 2486	26,101	2,403	26,623	2,451	27155.48	2,500.08	27698.59	2,550.08	28252.56	2,601.08
Signs/Exhibits/ Interpretive Signs	Design/Produce/Install: signs/exhibits/interpretive signs at locations with high visitation in target communities.	5,000		5,100		5202		5306.04		5412.16	
TOTAL		\$55,838	\$17,100	\$56,955	\$17,442	\$58,094	\$17,791	\$59,256	\$18,147	\$60,441	\$18,510