

**COLORADO RIVER RECOVERY PROGRAM
FY-2007 ANNUAL REPORT**

Project No.: PIP 12

I. Project Title: Information and Education Program

II. Principal Investigator:

Debbie Felker
U.S. Fish and Wildlife Service
P.O. Box 25486, Denver Federal Center
Denver, CO 80225
303-969-7322, ext. 227
Fax: 303-969-7327
debbie_felker@fws.gov

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 2007 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 April 19, 2007, in Denver.
- 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 2007.

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 2006-2007 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 and the expansion and dedication of Elkhead Reservoir. 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 Aspinall 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). Updating the content of the site is scheduled in FY 08.

Tactic: Strategically identify opportunities to reach target audiences through participation in special events and public meetings.
Status: The Recovery Program's Management Committee and staff participated in the dedication of the enlargement of Elkhead Dam and Reservoir in July 2007. The Colorado River Water Conservation District hosted the event.

The Recovery Program and the Colorado Division of Wildlife hosted a public meeting about nonnative fish management on August 14, 2007, in Grand Junction, Colo.

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

The Recovery Program staffed exhibits at the: Wyoming Water Association, Casper (October); 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).

Tactic: Coordinate production and installation of interpretive signs and exhibits.
Status: See the annual report for PIP 12H – Interpretive Exhibits.
(NOTE: The Recovery Program presented a special award to Utah Division of Wildlife Resources Biologist Quent Bradwisch for all of his work to raise awareness about the endangered fishes and efforts to recover them. Quent received a framed art print of a bonytail by Joseph Tomelleri. Quent was instrumental in establishing an interpretive exhibit with an aquarium at the Carl Hayden Visitor Center at Glen Canyon dam and several other educational programs. He also brings endangered fish to Recovery Program exhibits at water user meetings.

Tactic: Integrate certain outreach projects with the San Juan River Basin Recovery Implementation Program.
Status: The Recovery Program’s freestanding exhibit was modified to represent both recovery programs. The *Swimming Upstream* newsletter was produced to include content for both programs. Further integration of certain outreach materials will occur in FY 2008. The San Juan River Recovery Program provides funds for several outreach projects.

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 2007 and identify opportunities to expand outreach efforts.

VIII. Project Status: On-track and ongoing.

IX. FY 07 Budget:

Upper Colorado River Endangered Fish Recovery Program

- A. Funds Provided: \$24,403*
- B. Funds Expended: \$22,403
- C. Difference: \$ 2,000 (carry forward to FY 08)
- D. Percent of FY 07 work completed and projected costs to complete: 100% of Upper Colorado River projects. (See D below for description of shared projects.)
- E. Recovery Program funds spent for publication charges: Not applicable.

San Juan River Basin Recovery Implementation Program

- A. Funds Provided: \$30,000*
- B. Funds Expended: \$19,728
- C. Difference: \$10,272 (carry forward to FY 08)
- D. Percent of FY 07 work completed and projected costs to complete: 70% of the shared projects were completed. The remaining 30% will be completed in FY 08 (Portable, telescoping exhibit for Upper Colorado River Program; New shared, freestanding exhibit and 4-color brochure).
- E. Recovery Program funds spent for publication charges: Not applicable.

*The San Juan Program did not transfer funds to the Program Director's office for I & E work in FY 06, so the Upper Colorado Recovery Program paid all costs for shared projects. In return, the San Juan Program paid all costs in FY 07 for shared projects.

X. Status of Data Submission: Not applicable.

XI. Signed: Debbie Felker
Information & Education Coordinator

February 5, 2008
Date