

COLORADO RIVER RECOVERY PROGRAM **Project No.: PIP 12**
FY 2008-2009 PROPOSED SCOPE OF WORK for:
PUBLIC INVOLVEMENT – UPPER COLORADO RIVER ENDANGERED FISH RECOVERY PROGRAM

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

Submitted By: Debbie Felker, CRRP
P.O. Box 25486, DFC, Lakewood, CO 80225
303-969-7322, ext. 227; debbie_felker@fws.gov

Date: June 25, 2007 (Revised March 5, 2008)

Category:

Source:

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

Expected Funding

- Annual funds
- Capital funds
- Other (explain)

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 created to recover the humpback chub, bonytail, Colorado pikeminnow and razorback sucker in the Upper Colorado River Basin, while water development proceeds in accordance with State and Federal laws. The Recovery Program was initiated in 1988 when a cooperative agreement was signed by the Governors of Colorado, Utah, and Wyoming; the Secretary of the Interior; and the Administrator of Western Area Power Administration. These parties signed a 10-year extension of the agreement in 2001, extending the Recovery Program through September 30, 2013.

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. 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 Bureau of Indian Affairs; the Southern Ute Indian Tribe; the Ute Mountain Ute Indian Tribe; and the Jicarilla Apache Nation. The Bureau of Land Management and the Navajo Nation joined the program in 1992 and 1996, respectively. The parties extended the cooperative agreement through 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 that is 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 page 3 for a list of Recovery Program partners.)

Both recovery programs operate under similar recovery elements with management actions that are consistent with the August 1, 2002, recovery goals for humpback chub, bonytail, Colorado pikeminnow and razorback sucker. These goals will be reviewed and revised as need in FY 07-08.

Funding for capital construction projects and ongoing operation and maintenance is authorized in Federal legislation through enactment of public laws 106-392 and 107-375. Competition for legislative support at both State and Federal levels continues to increase. This puts added pressure on the recovery programs to work cost-effectively and efficiently and to document and report measurable outcomes.

The recovery programs' continued success depends on coordinated 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 other areas where it makes sense to coordinate efforts. Using a shared approach will help ensure that common audiences receive accurate, consistent information about the endangered fish species and efforts to recover them. These audiences include the general public, elected officials, American Indian tribes, landowners, anglers, river rafters and guides, environmental organizations, water and power developers, teachers, students and Recovery Program participants. Although the geographic reach of some of these audiences differs by Recovery Program, it is thought that the majority of people who fall into these categories are interested in the recovery efforts taking place for both programs.

In FY 06 and 07, several outreach projects were coordinated (and cost-shared) to achieve communication and outreach goals for both recovery programs. This scope of work outlines those ongoing projects and associated cost estimates.

In addition to the shared projects, this scope of work identifies projects and costs for the Upper Basin Program only.

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

- To develop public involvement strategies at the beginning of any and all projects.
- To educate target audiences about endangered fish and to increase their understanding of, and support for, the recovery of these fish species at local, state, and national levels.
- To provide opportunities for the public to actively participate in activities that support recovery.
- To improve communication within the Recovery Program.

Target Audiences

- General public
- Elected Officials
- Land and pond owners
- Anglers
- River rafters and guides
- Environmental organizations
- Water users
- Power user interests
- Educators
- Recovery Program participants (includes local, state and federal agencies)

Program Partners

Upper Colorado River Endangered Fish Recovery Program

Bureau of Reclamation	The Nature Conservancy
Colorado River Energy Distributors Assoc.	U.S. Fish and Wildlife Service
Colorado Water Congress	Utah Water Users Association
National Park Service	Western Area Power Administration
State of Colorado	Western Resource Advocates
State of Utah	Wyoming Water Association
State of Wyoming	

San Juan River Basin Recovery Implementation Program

Bureau of Indian Affairs	Southern Ute Indian Tribe
Bureau of Land Management	State of Colorado
Bureau of Reclamation	State of New Mexico
Conservation Interests	U.S. Fish and Wildlife Service
Jicarilla Apache Nation	Ute Mountain Ute Tribe
Navajo Nation	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.

1. **NEWS MEDIA.** Print and broadcast news media are the key sources of information to a broad range of individuals. A top priority for the I & E Coordinator and all involved with the Recovery Program is to proactively seek news media coverage on Program activities.
RESPONSIBILITY: I & E Coordinator/All CRRP Participants
COMPLETION DATE: Ongoing

2. **COMMUNITY ADVISORY GROUPS.** Actively participate in local community groups to show interest in the community and to learn about any concerns the community may have re: Recovery Program efforts.
Colorado: Grand Junction – Colorado Riverfront Commission
Steamboat Springs/Craig -- Yampa River Basin Partnership and CDOW's Anglers' Roundtable
Gunnison River Basin -- Aspinall Operations Group
Roaring Fork Basin -- Roaring Fork Conservancy (Bureau of Reclamation Loveland Public Involvement)
Utah: Vernal -- Uintah Basin Partners Meeting
Wyoming: Green River Basin -- Green River Basin Advisory Group
RESPONSIBILITY: Program Director/I & E Coordinator
COMPLETION DATE: Ongoing

3. **PUBLICATIONS AND OTHER EDUCATIONAL MATERIALS.** Produce and distribute publications and other educational materials to provide updated information to target audiences, ensuring consistent identity and content (including a brochure, newsletter, Program Highlights document, fact sheets, magnets, bookmarks, etc.)
RESPONSIBILITY: I & E Coordinator
COMPLETION DATE: Varies depending upon the publication and target audience

4. **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/CRRP Participants
COMPLETION DATE: Ongoing

5. **INTERPRETIVE EXHIBITS/SIGNAGE.** 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 (See PIP 12H.)
RESPONSIBILITY: I & E Coordinator/I & E Committee/CRRP Participants
COMPLETION DATE: Ongoing

Strategies/Dates (continued)

6. **WEBSITE.** Maintain and promote updated public website.
RESPONSIBILITY: I & E Coordinator and Administrative Assistant
COMPLETION DATE: Ongoing

7. **INTEGRATE CERTAIN OUTREACH PROJECTS WITH THE SAN JUAN RIVER BASIN RECOVERY IMPLEMENTATION PROGRAM (SJRRIP).** Using a shared approach on certain outreach projects is more cost-effective and will ensure that common audiences receive accurate, consistent information about the endangered fishes and efforts to recover them. Specific projects to integrate in FY 08-09 include: the Program Highlights Document, exhibits, newsletter and a brochure.
RESPONSIBILITY: I &E Coordinator and CRRP & SJRRIP 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/CRRP & SJRP staff
COMPLETION DATE: Ongoing

Evaluation

The following tools will be used to evaluate this plan's success:

- Document print and broadcast news media placements.
- Document the number of public meetings held and presentations made, including attendance numbers.
- Track visitation numbers at sites where interpretive exhibits are in place.
- Document the number and type of special events held/participated in.

Budget for PIP 12 for FY 08 (Revised 2/27/08):

<u>PROJECT</u>	<u>UNIT COST</u>	<u>FY 08 --CRRP</u>	<u>FY 08 -- SJRRIP</u>
Public Involvement Training (Tuition for 3 individuals)	\$500	\$1,500	\$0
News Clipping Service	\$100/month	\$1,200	\$0
Newsletter (<i>Swimming Upstream</i>)	Printing: Size: 33" x 16" ; b&w w/photos; qty: 9,000 = \$4,013; Design/layout = \$1,200 Label/Tab/Meter qty: 3,018 @ .11 each = \$330; Postage: 3,018 @ .58= \$1,751 Fed Ex: \$200 TOTAL: \$7,494	\$3,747*	\$3,747*
Congressional Briefing Document (Program Highlights)	Printing: Pocketfolder cover + 20, four-color pages plus B&W cover, size 9x12, qty: 1,500 = \$6,612 Design/layout = \$2,350 Map/photo scans= TOTAL: \$8,962	\$4,481*	\$4,481*
Aquarium Supplies	50/50 cost share with CO Division of Wildlife for supplies to establish aquariums in classrooms	\$1,000	-0-

IV. Budget (Continued)

<u>PROJECT</u>	<u>UNIT COST</u>	<u>FY 08 – CRRP</u>	<u>FY 08 - SJRRIP</u>
Exhibits	Vendor fee plus noted expenses: CO Water Congress, Denver - \$675 (inc. membership fee) CO Water Workshop, Gunnison - \$500 CO River Water Users, Las Vegas - \$2,000 (inc. electricity/shipping) SJ Water Fair - \$500 UT Water Users, St. George - \$1,000 (inc. electricity & shipping) WY Water Assoc., Casper - \$50 (TOTAL: \$4,685)	\$2,343*	\$2,343*
Exhibit repairs/replacement	Varies depending on need	\$1,000*	\$1,000*
Banner Stand for Upper CO Program	Design (\$1,150) Production (\$766)	\$1,916	
New Exhibit	Production of Graphics and Fish cutouts - \$4,100 Design - \$3,900	\$8,000**	
Utah representative travel to I&E mtgs.	2 trips @ \$500/each	\$1,000 (UT funds)	-0-
Web site design	Contract Labor 40 hrs./\$75=\$3,000	\$3,000	-0-

IV. Budget (Continued)

<u>PROJECT</u>	<u>UNIT COST</u>	<u>FY 08 – CRRP</u>	<u>FY 08 - SJRRIP</u>
Educational Materials		\$10,450	-0-
Magnets	4 versions; 3 ½ x 2", 4-color, 5,000 ea. = \$5,500		
Ruler	2,500 qty; 4-color, 2 sides = \$1,950		
New educational item	\$3,000		
	TOTAL: \$10,450		
Miscellaneous Supplies		\$1,000	-0-
Scans for Montagne Vernal Express	\$91		
Phoebe & Chub	\$46		
Slide duplicates/scans	\$500		
Other	\$263		
	\$100		
Brochure	9/16" flat (9x4" finished), roll-fold, 4-color w/photos; qty: 5,000; Design/layout: 20 hrs. @\$75/hr. = \$1,500 Printing: \$3,500	\$5,000**	
SUBTOTAL		\$45,637	\$11,571
FY 07 carry over		(\$12,272)PIP 12	
Total FY 07 c/o		(\$6,000)PIP 12H	
		<u>(\$21,736)</u>	
TOTAL NEW FUNDS: FY 08		<u>\$27,365</u>	<u>\$11,571</u>

*50/50 cost-share for these integrated projects.

**San Juan Program provided 50 percent cost-share funds for these projects to Upper Colorado Program in FY 07.

IV. Budget (Continued)

<u>PROJECT</u>	<u>UNIT COST</u>	<u>FY 09 –CRRP</u>	<u>FY 09 -- SJRRIP</u>
Public Involvement Training (Tuition for 3 individuals)	\$500	\$1,500	\$0
News Clipping Service	Reading Fee: \$100/month	\$1,200	\$0
Newsletter (<i>Swimming Upstream</i>)	Printing: Size: 33" x 16" ; b&w w/photos; qty: 9,000 = \$4,000; Design/layout = \$1,275; Label/Tab/Meter qty: 3,250 @ .21 each = \$682; Postage: 3,250 @ .66 = \$2,145 (TOTAL: \$8,102)	\$4,051*	\$4,051*
Congressional Briefing Document (Program Highlights)	Printing: Pocketfolder cover + 20 pgs. (16 b&w w/photos, 4 color), size 9x12, qty: 1,500 = \$7,010 Design/layout (24 hrs @ \$75/hr. = \$2,400 (TOTAL: 9,410)	\$4,705*	\$4,705*
Aquarium Supplies	50/50 cost share with CO Division of Wildlife for supplies to establish aquariums in classrooms	\$1,200	-0-
Web site design	Contract Labor 12.5 hrs./\$80=\$1,000	\$1,000	-0-
Utah representative travel to I&E mtgs.	2 trips @ \$500/each	\$1,000 (UT funds)	-0-
Miscellaneous Supplies		\$388	

IV. Budget (Continued)

<u>PROJECT</u>	<u>UNIT COST</u>	<u>FY 09 – CRRP</u>	<u>FY 09 - SJRRIP</u>
Exhibits	Vendor fee plus noted expenses: CO Water Congress, Denver - \$650 (inc. membership fee) CO Water Workshop, Gunnison - \$500 CO River Water Users, Las Vegas - \$2,000 (inc. electricity/shipping) SJ Water Fair - \$500 UT Water Users, St. George - \$1,000 (inc. electricity & shipping) WY Water Assoc., Casper - \$50 (Total: \$4,700)	\$2,350*	\$2,350*
Exhibit repairs/replacement	Varies depending on need	\$1,000*	\$1,000*
Educational Materials		\$14,500	-0-
Bookmarks	9 ½ x 3”, 4-color, qty: 50,000 = \$2,500		
Fish stickers	85 rolls/alternating designs/ 2x4”, 4-color = \$2,500		
Post-it Note Pads	3 x 4”, 40 sheets/pad, 1 ink color, qty: 3,000 = \$2,500		
New educational item or reprint trading cards	\$7,000		
	TOTAL: \$14,500		

IV. Budget (Continued)

<u>PROJECT</u>	<u>UNIT COST</u>	<u>FY 09 – CRRP</u>	<u>FY 09 - SJRRIP</u>
Brochure Reprint	Reprint brochure: 9x16” flat (9x4” finished), roll-fold, 4- color w/photos; qty: 5,000; Printing: \$4,500	\$2,250*	\$2,250*
TOTAL New Funds: FY 09		<u>\$35,144</u>	<u>\$14,356</u>