

**COLORADO RIVER RECOVERY PROGRAM  
FY-2006 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 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, brochure, fish identification card, poster, slide program, video, media kit, signs, historical report, interpretive exhibits, fishing license holder, information clearinghouse, annual report, media relations training packet, bookmark, magnet, stickers and web site. In recent years, the I&E effort has expanded to include public involvement for all significant activities of the Recovery Program and has worked to set up a process for coordination and collaboration among these public involvement plans. 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 2006 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 February 16, 2006, in Denver. The agenda included a presentation about the San Juan River Basin Recovery Implementation Program.
- 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. In addition, committee members met with the Biology Committee on April 6, in Grand Junction, to address nonnative fish management communication issues.
- Tactic: Offer to pay public involvement training tuition costs for up to three key Recovery Program participants.
- Status: Nobody participated in this training in FY 2006.

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 2005-2006* 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: releases from Flaming Gorge Dam and the approved Record of Decision; nonnative fish management; the expansion of Elkhead Reservoir; a proposed whitewater park tied to the fish passage at Price Stubb Diversion Dam; the Aspinall EIS; the new aquarium at the visitor center at Glen Canyon Dam; coordinated reservoir operations, and a bead study on the Green River. A lengthy article ran in both the *Steamboat Pilot/Today* and the *Craig Daily Press* about the endangered fishes, the Yampa River, and the Ouray National Fish Hatchery. The *Grand Junction Free Press* ran a cover story about three biologists at the Grand Valley Endangered Fish Facility who had babies of their own within a few weeks in the spring while trying to raise baby razorback suckers at the hatchery. Biologists continue to play an important role in educating target audiences about the endangered fishes and efforts to recover them. 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](http://coloradoriverrecovery.fws.gov)). Updating the content of the site is scheduled in FY 07. The site address is printed on all educational materials and publications.

Tactic: Strategically identify opportunities to reach target audiences through

participation in special events and public meetings.

Status: The Recovery Program's Management Committee hosted a barbecue at Loudy-Simpson Park on August 8 in Craig, Colo., to thank community leaders in Routt and Moffat counties in northwest Colorado. The Colorado River Water Conservation District provided the food and beverages for this event. Management Committee members and program staff also viewed construction to enlarge the water storage capacity at Elkhead Reservoir and enjoyed a tour of The Nature Conservancy's Carpenter Ranch. The City of Craig donated the use of city vans and drivers to accommodate the tours.

The Recovery Program and the Colorado Division of Wildlife hosted a public meeting about nonnative fish management on August 7 in Craig, Colo. The Recovery Program worked with the U.S. Bureau of Reclamation to host a public meeting on August 22 in Grand Junction, Colo., about the proposed whitewater park and planned fish passage at Price-Stubbs diversion dam.

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).

In addition, one of the Recovery Program's freestanding exhibits has been on display at the Museum of Western Colorado in Grand Junction since Spring 2002. The museum is undergoing a major renovation in FY 2007 will return the exhibit.

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 Colorado Division of Wildlife Education Specialist Stan Johnson for all of his work to raise awareness about the endangered fishes and efforts to recover them. Bob Muth presented Stan with a framed artprint of a razorback sucker by Joseph Tomelleri. Stan has been instrumental in establishing interpretive exhibits that include aquariums and for running a classroom aquarium project.

Tactic: Integrate certain outreach projects with the San Juan River Basin Recovery Implementation Program.

Status: A logo and banner stand were developed for the San Juan River Recovery Program. In addition, the Upper Colorado River Recovery Program's freestanding exhibit was modified to include a flag banner about the San Juan River Program's partners. This exhibit is now used to promote both programs. Further integration of certain outreach materials will occur in FY 2007. The San Juan River Recovery Program committed to provide \$19,500 in FY 2006 toward production costs (although the funding transfer was never made).

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. The Recovery Program provided assistance to the U.S. Bureau of Reclamation to establish an aquarium with endangered fish (razorback suckers and bonytail) at Yuma Crossing State Historical Park in Yuma, Arizona. This included providing information about obtaining the permit(s) to display endangered species, making contacts to help them obtain hatchery-raised endangered fish to exhibit, and providing text that has been used in other aquarium exhibits the Recovery Program has established.

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 2006 and to continue to look for opportunities to expand outreach efforts.

VIII. Project Status: On-track and ongoing.

IX. FY 06 Budget:

**Upper Colorado River Endangered Fish Recovery Program**

- A. Funds Provided: \$62,700 (\$48,000 in carry-over, \$14,700 FY 06)
- B. Funds Expended: \$50,164 (See explanation)
- C. Explanation: Some of the \$50,164 expended came from other PD office funds [Project #3]. At the end of FY 06, a total of \$38,700 of FY 06 funds obligated for projects PIP 12 and 12H were obligated back to BOR for re-obligation to Recovery Program activities in FY 07 (FY 06 funds could not be carried forward to FY 07 due to expiration of the 5-year agreement). BOR will make the de-obligated FY 06 funds available to the Recovery Program in FY 07.
- D. Percent of FY 06 work completed and projected costs to complete: 80%, \$10,000 (50% of production costs for new freestanding exhibit and 4-color brochure for CO River and San Juan River programs, and 100% of cost for portable exhibit for CO River program)
- E. Recovery Program funds spent for publication charges: Not applicable.

**San Juan River Basin Recovery Implementation Program**

- A. Funds Provided: \$ -0-
- B. Funds Expended: \$10,834 \*\*
- C. Difference: - \$10,834
- D. Percent of FY 06 work completed and projected costs to complete: 80%, \$7,500 (50% of production costs for new freestanding exhibit and 4-color brochure for CO River and San Juan River programs)
- 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 it was paid for with Upper Colorado River Recovery Program funds.

X. Status of Data Submission: Not applicable.

XI. Signed: Debbie Felker

Information & Education Coordinator

2007

January 10,

Date