

**COLORADO RIVER RECOVERY PROGRAM** **Project No.: PIP 12**  
**FY 2006-2007 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:** May 18, 2005 (Revised March 27, 2006; April 13, 2006)

<b><u>Category:</u></b>	<b><u>Expected Funding</u></b>
<b><u>Source:</u></b>	
<input type="checkbox"/> Ongoing project	<input checked="" type="checkbox"/> Annual funds
<input checked="" type="checkbox"/> Ongoing-revised project	<input type="checkbox"/> Capital funds
<input type="checkbox"/> Requested new project	<input type="checkbox"/> Other (explain)
<input type="checkbox"/> Unsolicited proposal	

**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.

Recovery goals for the four endangered fish species were finalized in August 2002. The goals identify site-specific management actions to minimize or remove threats and specify the numbers of fish that comprise self-sustaining populations.

The Recovery Program’s five principal elements are: Habitat Management; Habitat Development; Native Fish Propagation and Stocking; Nonnative Fish Management; and Research, Monitoring, and Data Management.

## **Situation (continued)**

The element that will need the most public involvement support for FY 2006-2007 is nonnative fish management. A separate, comprehensive communication plan (PIP 12L) is reviewed and updated annually. Another key issue that will need public involvement support will likely be the reoperation of the Aspinall Unit on the Gunnison River in western Colorado. In addition, a whitewater park may open in conjunction with completion of the fish ladder at the Price Stubb Diversion Dam on the Colorado River in 2006. This may present opportunities to raise the Recovery Program's visibility by participating in a grand opening or dedication event.

Initiated in 1991, the San Juan River Recovery Program is working to recover the Colorado pikeminnow and razorback sucker. Since the recovery goals were finalized, efforts to recover the endangered fish in the Lower Colorado River Basin appear to be increasing. It is anticipated that Upper Basin public involvement efforts will serve as a model as the San Juan River and lower basin recovery efforts continue. It is highly recommended that all communication materials developed by agencies involved with recovery of these species provide the same clear, accurate and consistent messages.

## **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 government agencies)

## **Program Partners**

### **Upper Colorado River Endangered Fish Recovery Program**

Colorado River Energy Distributors Association

Colorado Water Congress

National Park Service

The Nature Conservancy

State of Colorado

State of Utah

State of Wyoming

U.S. Bureau of Reclamation

U.S. Fish and Wildlife Service

Utah Water Users Association

Western Resource Advocates

Western Area Power Administration

Wyoming Water Association

### **San Juan River Basin Recovery Implementation Program**

Jicarilla Apache Nation

Navajo Nation

Southern Ute Tribe

Ute Mountain Ute Tribe

State of Colorado

State of New Mexico

U.S. Bureau of Indian Affairs

U.S. Bureau of Land Management

U.S. Bureau of Reclamation

U.S. Fish and Wildlife Service

Water Development Interests

## **III. Strategies/Dates**

It is imperative to the success of this communications/public involvement plan that it be considered “a work in progress,” with the flexibility to update as necessary to seize opportunities as they arise and to make adjustments to coincide with Recovery Program activities. 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

**Strategies/Dates (continued)**

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

### Strategies/Dates (continued)

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 06-07 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 (including the San Juan River Recovery Program and lower basin groups.)  
**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.

#### IV. Budget

The Information and Education Coordinator's position is included in the Program Director's budget and is not reflected in this scope of work.

<b><u>PROJECT</u></b>	<b><u>UNIT COST</u></b>	<b><u>FY 06 --CRRP</u></b>	<b><u>FY 06 -- SJRRIP</u></b>
Public Involvement Training (Tuition for 3 individuals)	\$500	\$1,500	\$0
News Clipping Service	Reading Fee: \$80/mo. (\$960) Colorado clips: .50 each @ 15/mo. (\$90) Regional clips: .74 each @ 25 mo. (\$222)	\$1,272	\$0
Newsletter ( <i>Swimming Upstream</i> )	Printing: Size: 33" x 16" ; b&w w/photos; qty: 9,000 = \$4,000; Design/layout (13 hrs @ \$75/hr. = \$950; Label/Tab/Meter qty: 3,000 = \$437; Postage: 3,233 @ .63 = \$2,037	\$7,424	\$0
Congressional Briefing Document (Program Highlights)	Printing: Pocketfolder cover + 20 pgs. (16 b&w w/photos, 4 color), size 9x12, qty: 1,700 = \$7,309 Design/layout (24 hrs @ \$75/hr. = \$1,800	\$4,554*	\$4,554*
Historical Accounts Publication (reprint)	72 pgs., 8 ½ x 11, b&w, photos, qty: 5,000 = \$10,700 Print and insert single page inside cover + prepare pdf file for website = \$2,140	\$12,840	

**IV. Budget (Continued)**

<b><u>PROJECT</u></b>	<b><u>UNIT COST</u></b>	<b><u>FY 06 - CRRP</u></b>	<b><u>FY 06 - SJRRIP</u></b>
Exhibits	Vendor fee plus noted expenses: CO Water Congress, Denver - \$635 (inc. membership fee) CO River Water Users, Las Vegas - \$1,880 (inc. electricity/shipping) UT Water Users, St. George - \$995 (inc. electricity/shipping) WY Water Assoc., Casper - \$50 (Total: 3,560)	\$1,780*	\$1,780*
Design/Produce New Exhibit for Both Programs	(8 ft. tall/10 ft. wide) Plus accessories to include frame, light kit, carrying case(s). (Total: \$10,000)	\$5,000*	\$5,000*
Design/Produce Portable, telescoping exhibit	(7 ft. tall, 3 ft. wide) Telescoping portable exhibit plus carrying case (\$2,499 each)	\$2,499	\$2,499
Aquarium Supplies	50/50 cost share with CO Division of Wildlife for supplies to establish aquariums in classrooms	\$1,500	-0-
Film/film developing	Varies w/size & number rolls/prints	\$250	-0-

**IV. Budget (Continued)**

<b><u>PROJECT</u></b>	<b><u>UNIT COST</u></b>	<b><u>FY 06 - CRRP</u></b>	<b><u>FY 06 - SJRRIP</u></b>
Web site design	Contract Labor 25 hrs./\$80=\$2,000	\$2,000	-0-
Utah representative travel to I&E mtgs.	2 trips @ \$500/each	\$1,000**	-0-
Brochure	9x16" flat (9x4" finished), roll-fold, 4-color w/photos; qty: 5,000; Design/layout: 20 hrs. @ \$75/hr. = \$1,500 Printing: \$ 3,500 (Total: \$5,000)	\$2,500*	\$2,500*
Develop logo for SJRRIP	Graphic design services: 25 hrs. @ \$80 = \$2,000		\$2,000
Educational Materials		\$19,045	-0-
Trading cards	4 versions; 4-color; qty: 100,000 each: = \$6,780		
Magnets	4 versions; 3 ½ x 2", 4-color, 5,000 ea. = \$4,985		
Fish stickers	85 rolls/alternating designs/ 2x4", 4-color = \$2,395		
Bookmarks	9 ½ x 3", 4-color, qty: 50,000 = \$2,400		
Post-it Note Pads	3 x 4", 40 sheets/pad, 1 ink color, qty: 3,000 = \$2,485		
Miscellaneous Supplies		\$500	-0-
<b>TOTAL</b>		<b>\$63,664</b>	<b>\$18,333</b>

**FWS carried over \$48,000 from FY 05, so only needs \$14,664. \$1,000 is Utah funds, for total SOW cost of \$15,664.**

\* 50/50 cost-share for integrated outreach projects

\*\* Utah funds

<b><u>PROJECT</u></b>	<b><u>UNIT COST</u></b>	<b><u>FY 07 --CRRP</u></b>	<b><u>FY 07 -- SJRRIP</u></b>
Public Involvement Training (Tuition for 3 individuals)	\$500	\$1,500	\$0
News Clipping Service	Reading Fee: \$80/mo. (\$960) Colorado clips: .50 each @ 15/mo. (\$90) Regional clips: .74 each @ 25 mo. (\$222)	\$1,272	\$0
Newsletter ( <i>Swimming Upstream</i> )	Printing: Size: 33" x 16" ; b&w w/photos; qty: 11,000 = \$5,999; Design/layout (15 hrs @ \$75/hr. = \$1,125; Label/Tab/Meter qty: 4,000 = \$600; Postage: 4,000 @ .63 = \$2,520 (Total: \$10,244)	\$5,122	\$5,122
Congressional Briefing Document (Program Highlights)	Printing: Pocketfolder cover + 20 pgs. (16 b&w w/photos, 4 color), size 9x12, qty: 1,700 = \$7,309 Design/layout (24 hrs @ \$75/hr. = \$1,800)	\$4,554*	\$4,554*
Aquarium Supplies	50/50 cost share with CO Division of Wildlife for supplies to establish aquariums in classrooms	\$1,500	-0-
Film/film developing	Varies w/size & number rolls/prints	\$250	-0-
Web site design	Contract Labor 25 hrs./\$80=\$2,000	\$2,000	-0-
Utah representative travel to I&E mtgs.	2 trips @ \$500/each	\$1,000**	-0-

#### **IV. Budget (Continued)**

<b><u>PROJECT</u></b>	<b><u>UNIT COST</u></b>	<b><u>FY 07 - CRRP</u></b>	<b><u>FY 07 - SJRRIP</u></b>
Exhibits	Vendor fee plus noted expenses: CO Water Congress, Denver - \$635 (inc. membership fee) CO Water Workshop, Gunnison - \$350 CO River Water Users, Las Vegas - \$1,880 (inc. electricity/shipping) SJ Water Fair - \$500 UT Water Users, St. George - \$995 (inc. electricity/shipping) WY Water Assoc., Casper - \$50 (Total: \$4,410)	\$2,205*	\$2,205*
Exhibit repairs/replacement	Varies depending on need	\$2,000*	\$2,000*
Educational Materials		\$2,500	-0-
Magnets	4 versions; 3 ½ x 2", 4-color, qty: 2,500 ea. = \$2,500		
Miscellaneous Supplies		\$500	-0-
<b>TOTAL</b>		<b><u>\$24,403</u></b>	<b><u>\$13,881</u></b>

\* 50/50 cost-share for integrated outreach projects

\*\* Utah funds