

**COLORADO RIVER RECOVERY PROGRAM  
FY-2012 ANNUAL REPORT**

**Project No.: PIP 12**

**I. Project Title:** Information and Education Program

**II. Bureau of Reclamation Agreement Number:** R10PG40060

**Project Period:** Start date: 10/01/2017  
End date: 09/30/2018  
Reporting period end date: 9/30/2018  
Is this the final report? Yes X No \_\_\_\_\_

**III. Principal Investigator:**

Melanie Fischer  
U.S. Fish and Wildlife Service  
P.O. Box 25486, Denver Federal Center  
Denver, CO 80225  
303-236-9881  
melanie\_fischer@fws.gov

**IV. 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 *Swimming Upstream* field report, *Program Highlights* briefing document, *Path to Recovery* short program status brochure, magnets, stickers, fish tattoos, trading and greeting cards, rulers, interpretive exhibits, and a website. The I&E program takes a proactive approach to working with the news media and holds public meetings and special events as needed. The Upper Colorado Program works closely with the San Juan River Basin Recovery Implementation Program to coordinate outreach efforts and share costs when possible.

**V. Study Schedule:**

Initial year: 1988.  
Final year: Duration of Recovery Program.

**VI. 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 field report, briefing book, rulers, trading and greeting card, paper and vinyl fish stickers 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 2018 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 participates monthly in a conference call on the third Thursday of each month at 10:00 am. During this call, I&E activities are discussed.
- 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 2018.

Tactic: Produce and distribute publications and other educational materials.

Status: The *Swimming Upstream* newsletter was produced and distributed with content for both the Upper Basin and San Juan River recovery programs. The newsletter mailing list is updated regularly. A sign-up sheet at exhibits has resulted in the addition of an average of 5 to 10 new names per exhibit. The newsletter is also posted to the Recovery Program's public website. This fiscal year, efforts were made to encourage newsletter readers to view it on the program's website instead of receiving a printed copy. This effort will continue as the I&E Committee looks for ways to save postage and printing costs.

*Program Highlights 2017-2018 and Swimming Upstream* were produced for both the Upper Colorado and San Juan recovery programs and continue to be a useful tool to promote the two programs. Researchers remain the best source for high resolution photos for outreach purposes.

The program continues to distribute other educational materials to a variety of audiences (ie., teachers, students, program partners, education specialists in other regions). These include a ruler, magnets, trading and greeting cards, paper and vinyl fish stickers and fish tattoos.

Tactic: Proactively seek news media coverage.

Status: The Recovery Program continued to proactively seek news media coverage to support recovery efforts. The program received good news coverage regarding the humpback chub's change in status from endangered down to threatened. There was a joint press release with Bureau of Reclamation, United States Fish and Wildlife Service and the Recovery Program regarding a large water release from Reudi Reservoir into the 15-mile reach that was donated from Exxon Mobile for the benefit of the endangered fish. 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 Aspinnall Operations Group, the Roaring Fork Conservancy, the Uintah Basin Partners, and the Green River Basin Advisory Group.

Tactic: Maintain and promote a public website.  
Status: The Recovery Program maintains an updated public website: ColoradoRiverRecovery.org. The Recovery Program is promoted with social media tools including FaceBook and Twitter.

Tactic: Strategically identify opportunities to reach target audiences through participation in special events and public meetings.  
Status: The Recovery Program participated in the grand reopening of Dinosaur National Monument's Visitor Center on October 4, 2012, which drew 1,000 visitors that day. The program placed its banner stand exhibit and tabletop aquarium with endangered fish from Ouray National Fish Hatchery inside the visitor center near a permanent interpretive exhibit about the endangered fishes.

Service biologists in Grand Junction also hosted numerous hatchery tours and assisted with a variety of other outreach efforts including helping to maintain aquarium exhibits at Clifton Sanitation and the Montrose Pavilion and working with the news media.

Service Biologist Tildon Jones in Vernal, Utah, continues to work with schools in the Vernal area to promote raising endangered fish in the classroom. He also makes presentations about the endangered fish and the Recovery Program to Dinosaur NM staff and river guides as opportunities arise.

The Recovery Program staffed public events at: CRWUA Annual Meeting, December 2017, Western Colorado Horticultural Society Conference, January 2018, Colorado Water Congress Annual Meeting, January 2018, Utah Water Users Meeting, March 2018, Ute Children's Water Festival, May 2018, Endangered Species Day, Denver Aquarium, May 2018, Rocky Mountain Coal Mining Institute Annual Meeting, June 2018, Grand Junction Farmer's Market: July, August and September 2018, Palisade Peach Festival, August 2018, Palisade Farmer's Market, August and September, 2018, and Tour de Vineyards bike race, September, 2018

The State of Utah continued to support Biologist Zane Olsen bringing endangered fish from Wahweap State Fish Hatchery to the exhibit in Las Vegas and Saint George, Utah. Biologist Dave Westerman from the State of Colorado's J.W. Mumma Native Aquatic Species Restoration Facility brought fish to the CO Water Congress event.

Tactic: Coordinate production and installation of interpretive signs and exhibits.  
Status: 40 signs along the Green and Colorado rivers are still being installed.

- Tactic: Integrate certain outreach projects with the San Juan River Basin Recovery Implementation Program.
- Status: The programs each have a freestanding exhibit that includes information about programs at the exhibits mentioned above. The *Swimming Upstream* newsletter and *Program Highlights* document include content for both programs.
- 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 outreach 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 and seek opportunities to expand outreach efforts, including using social media as appropriate.

In FY 13, the website page featuring aquarium/hatcheries where the public can see the fish in person should be completed and promoted. The Recovery Program should continue to encourage researchers to provide high resolution photos of their work that can be used in various ways to promote the Recovery Program.

**VIII. Project Status:** On-track and ongoing.

**IX. FY 2018 Budget:**

**Upper Colorado River Endangered Fish Recovery Program**

- A. Funds Provided: \$55,838
- Funds Expended: \$55,838
- C. Difference: \$ -0-
- D. Percent of FY 2018 work completed and projected costs to complete: 100% of Upper Colorado River projects were completed.
- E. Recovery Program funds spent for publication charges: Not applicable.

**San Juan River Basin Recovery Implementation Program**

- A. Funds Provided: \$ 17,100
- B. Funds Expended: \$ 17,100
- C. Difference: -0-
- D. Percent of FY 2012 work completed and projected costs to complete: 100% of the shared projects were completed.

E. Recovery Program funds spent for publication charges: Not applicable.

X. **Status of Data Submission:** Not applicable.

XI. **Signed:** Melanie Fischer  
Information & Education Coordinator

November 19, 2018  
Date