

**COLORADO RIVER RECOVERY PROGRAM  
FY 2018-2019 PROPOSED SCOPE OF WORK for:**

**Project No.: PIP 12**

Public Involvement – Upper Colorado River Endangered Fish Recovery Programs

Reclamation Agreement number: R13PG400019

Reclamation Agreement term: Oct. 1, 2013 – Sep. 30, 2017 (new agreement # pending)

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

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**Date:** June 19, 2017

**Category:**

**Source:**

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

**Expected Funding**

- Annual funds  
 Capital funds  
 Other

(some funds from San Juan Program)

**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 established to recover the humpback chub, bonytail, Colorado pikeminnow, and razorback sucker in the Colorado River and its tributaries in Colorado, Utah, and Wyoming while water development proceeds in accordance with State and Federal laws. The Recovery Program was initiated in 1988 with a cooperative agreement signed by the Governors of Colorado, Utah, and Wyoming; the Secretary of the Interior; and the Administrator of Western Area Power Administration. In 2009, the agreement was extended through September 30, 2023.

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, also while water development proceeds. 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 Southern Ute Indian Tribe; the Ute Mountain

**Situation (continued)**

Ute Tribe; and the Jicarilla Apache Nation. The Navajo Nation joined the program in 1996. The parties extended the cooperative agreement through September 30, 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 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 pages 3-4 for partner lists.*)

Both recovery programs operate under similar recovery elements with management actions that are consistent with U.S. Fish and Wildlife Service recovery goals for humpback chub, bonytail, Colorado pikeminnow, and razorback sucker.

Funding for capital construction projects and ongoing operation and maintenance is authorized in Federal legislation through enactment of public laws. Non-Federal Recovery Program partners meet annually with members of Congress and their staffs and key Department of Interior leaders to update them about the recovery programs' progress. The recovery programs' success depends, in part, to their ability to work cost-effectively and efficiently and to document and report measurable outcomes.

The recovery programs coordinate 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 also coordinated. Using a shared approach helps ensure that common audiences (*see page 3*) receive accurate, consistent information about the endangered fishes and efforts to recover them. The I&E Committee developed and approved general key messages in 2009 (*see page 8*) and is currently discussing updating those messages. The Information and Education (I&E) Coordinator in the Upper Colorado Recovery Program Director's office staffs the I&E Committee, which has representatives from most of the Recovery Program partners and the San Juan Recovery Program.

Beginning in fiscal years 2006 and 2007, the recovery programs began to cost-share several outreach projects. This scope of work outlines those projects and associated cost estimates.

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

### **III. Study Schedule:**

Initial Year: 1988

Final year: Ongoing

### **IV. Relationship to RIPRAP:**

VI. INCREASE PUBLIC AWARENESS AND SUPPORT FOR THE ENDANGERED FISHES AND THE RECOVERY PROGRAM.

### **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**

- Develop public involvement strategies at the beginning of any and all projects.
- Educate target audiences about endangered fish, the threats to their survival, and Recovery Program efforts to recover them.
- Promote Recovery Program accomplishments.
- Improve communication within the Recovery Program and its partner organizations.
- Integrate outreach efforts with the San Juan River Basin Program when appropriate.

**Target Audiences**

- News Media
- General Public
- Elected Officials at All Levels
- Land and pond owners
- Anglers
- River rafters and guides
- Educators
- Recovery Program Partners

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

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

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

State of Colorado  
 State of New Mexico  
 Jicarilla Apache Nation  
 Navajo Nation  
 Southern Ute Indian Tribe  
 Ute Mountain Ute Tribe  
 Bureau of Indian Affairs

Bureau of Land Management  
 Bureau of Reclamation  
 The Nature Conservancy  
 U.S. Fish and Wildlife Service  
 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. The intent of this plan is to revise it as needed to seize opportunities to partner with others to achieve the stated goals.

1. **NEWS MEDIA.** Actively work to identify issues that would generate the interest of the news media. Prepare and distribute advance and follow-up news releases to media, members of Congress and Recovery Program partners. Identify and seek support of partner and other organizations to issue news releases and/or provide supportive statements. Invite reporters to accompany biologists as they conduct their work.  
**RESPONSIBILITY:** I&E Coordinator/I&E Committee  
**COMPLETION DATE:** Ongoing
2. **PUBLICATIONS AND OTHER EDUCATIONAL MATERIALS.** Produce and distribute publications and other educational materials to provide current information to target audiences, ensuring consistent identity and content (such as brochures, newsletter, Program Highlights document, fact sheets, magnets, rulers, etc.)  
**RESPONSIBILITY:** I&E Coordinator/I&E Committee  
**COMPLETION DATE:** Varies depending upon the publication and target audience
3. **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/Recovery Program partners  
**COMPLETION DATE:** Ongoing
4. **INTERPRETIVE EXHIBITS/SIGNAGE.** Interpretive signs and exhibits at museums and visitor centers are key tools used to educate the general public. 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.  
**RESPONSIBILITY:** I&E Coordinator/I&E Committee/Recovery Program partners  
**COMPLETION DATE:** Ongoing
5. **SOCIAL MEDIA and WEBSITE.** Maintain and promote updated Facebook page and public website (ColoradoRiverRecovery.org)  
**RESPONSIBILITY:** I&E Coordinator/Recovery Program staff  
**COMPLETION DATE:** Ongoing
6. **AGENCY PUBLICATIONS/WEBSITES.** Publish articles in Recovery Program partners' publications and websites.  
**RESPONSIBILITY:** I&E Coordinator/I&E Committee

**COMPLETION DATE:** Ongoing

7. **INTEGRATE CERTAIN OUTREACH PROJECTS WITH THE SAN JUAN RIVER BASIN RECOVERY IMPLEMENTATION PROGRAM.** These include the newsletter, Program Highlights document, brochure, exhibit, educational materials such as a ruler, and other items as appropriate.  
**RESPONSIBILITY:** I&E Coordinator/I&E Committee/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  
**COMPLETION DATE:** Ongoing

## Evaluation

- Document print and broadcast news media placements.
- Document the number of special events/public meetings held and presentations made, including attendance numbers.
- Track visitation numbers at sites where interpretive exhibits are in place where feasible.
- Document the number of articles published in agency/partner publications.
- Prepare an annual report to Recovery Program committees.

**IV. Budget**

<b><u>PROJECT</u></b>	<b><u>UNIT COST</u></b>	<b><u>FY 18 CRRP</u></b>	<b><u>FY 18 - SJRRIP</u></b>	<b><u>FY 19- CRRP</u></b>	<b><u>FY 19- SJRRIP</u></b>
Congressional Briefing Document ( <i>Program Highlights</i> )	Printing: 24 pp 8.5 x 11, saddle-stitched into 9 x 12 pocket folder QTY: 1,500 = <b>\$11,340</b> (printed through GPO and costs based on previous years); Design/layout = <b>\$0</b> (in house);Shipping costs for bulk quantities; <b>\$300</b> <b>TOTAL: \$11,640</b>	\$5,820 <sup>1</sup>	\$5,820	\$5936 <sup>1</sup>	\$5936 <sup>1</sup>
Field Report ( <i>Swimming Upstream</i> )	GPO Printing: 16 pp Self CVR. 4/4 8.5 x 11 Saddle- Stitched; QTY: 4,500 = <b>\$2,907</b> Design/layout = <b>\$0</b> (in house); Mailing Services: 2,420@.08 each = <b>\$204</b> Postage: 2,420 = <b>\$1,042</b> Shipping for bulk quantities: <b>\$300</b> <b>TOTAL: \$4,453</b>	\$2,227 <sup>1</sup>	\$2,227 <sup>1</sup>	\$2,272 <sup>1</sup>	\$2,272 <sup>1</sup>
Aquarium Supplies	50/50 cost share with CPW to support classroom program (Aquarium costs determined based on previous years' costs. These are annual supply and equipment costs to maintain aquariums in schools to help local children learn about the endangered fish.)	\$2,800	-0-	\$2,856	-0-
Exhibit Fees	Vendor fee plus noted expenses: CO Water Congress, Denver - <b>\$1,500</b> CO Water Workshop, Gunnison - <b>\$500</b> CO River Water Users, Las Vegas - <b>\$3,350</b> (includes electricity/shipping) UT Water Users, St.George - <b>\$2,500</b> (includes electricity & shipping) WY Water Assoc., Casper - <b>\$150</b> CO Rocky Mountain Coal Institute Annual Meeting - <b>\$300</b> <b>TOTAL: \$8,300</b>	\$4,150 <sup>1</sup>	\$4,150 <sup>1</sup>	\$4,233 <sup>1</sup>	\$4,233 <sup>1</sup>

<sup>1</sup> \*50/50 cost-share for these integrated projects. The San Juan Program has its own budget for outreach expenses incurred only for that program.

Repairs/replacement	Cost varies depending on need. Estimate based on replacing banner stands and repairs/replacements to large exhibit.	\$2,500 <sup>1</sup>	\$2,500 <sup>1</sup>	\$2,575 <sup>1</sup>	\$2,575 <sup>1</sup>
Ute Water Festival 2 days each May Grand Junction, Colo.	2 people @ 45 hrs x \$41/hr = \$3,690 3 people @ 16 hrs x \$46/hr = \$2,208 Miscellaneous supplies = \$242	\$6,140	-0-	\$6,324	-0-
Miscellaneous Supplies/Equipment	Specialty paper (for photos and briefing book inserts) \$300; replacement water-resistant cameras (e.g., Go-Pro) for field staff (4 @ \$200) \$800.	\$1,100	-0-	\$1,133	-0-
Educational Materials <u>FY 18</u> New or replacement item (TBD)	<b>Endangered Fish Tattoos:</b> 20,000 = \$3,200	\$3,200	0	\$3,329	0
<u>FY 19</u> New or replacement item (TBD)	<b>Lil Suckers:</b> 1,000 = \$2,225	\$2,225	0	\$2,315	0
	<b>Endangered Fish Lapel pins:</b>				
	Colorado pikeminnow (Shared) QTY:1050 = \$1628	\$814	\$814	\$847	\$847
	Razorback sucker (Shared) 1050 = \$1628	\$814	\$814	\$847	\$847
	Humpback chub 525 = \$866	\$866	0	\$901	0
	Bonytail 525 = \$866	\$866	0	\$901	0
	<b>Paper Stickers:</b> 25 rolls/2.5x4", 1000 per roll 4-color = \$2,225	\$2,225	0	\$2,315	0
	<b>Magnets:</b> 4 versions; 3 1/2 x 2", 4-color, QTY of 6,000 ea. = \$3,495	\$3,495	0	\$3,636	0
	<b>Rulers:</b> 12" 4/4 inches/metric 10,500 = \$3,485	\$3,485	0	\$3,626	0
	<b>Can Koosies:</b> 500 ea of 4 / 2000 = \$3,100	\$2,325	775	\$2,472	\$807
	<b>Vinyl Fish Stickers:</b> 2750 ea of 4 = \$3,300	\$3,300	0	\$3,433	0
	<b>Trading Cards:</b> 2.5x3.5 4/1 12pt C1S 25,000 ea of 4 = \$2,486	\$2,486	0	\$2,587	0
Signs/Exhibits/ Interpretive Signs	<b>Design/Produce/Install:</b> signs/exhibits/interpretive signs at locations with high visitation in target communities.	\$5,000		\$5,000	
<b>TOTAL</b>		<b>\$55,838</b>	<b>\$17,100</b>	<b>\$57,538</b>	<b>\$17,517</b>