

**San Juan River Recovery Implementation Program  
Communication and Public Involvement Plan  
Fiscal Year 2021 Draft Proposal**

U.S. Fish and Wildlife Service  
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**Period of Performance:** 10/01/2021 to 9/30/2022

### **Background**

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 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.

The Upper Colorado River Endangered Fish Recovery Program and the San Juan River Basin Recovery Implementation Program each have a multi-stakeholder structure in which federal and state agencies work with public and private entities to recover endangered fish species in a manner that is consistent with federal, state, and tribal water laws. Although their structure and goals are similar, these recovery programs operate independently, working with their own program partners and governing committees to fulfill requirements detailed in their respective cooperative agreements. Nevertheless, the similarities in these programs provide for effective communication and public outreach under a coordinated effort. The funding for capital construction and ongoing operation and maintenance (O&M) for the Upper Colorado River and San Juan River Basin Recovery Programs is also tied together in Federal legislation (Public Laws 106-392, 107- 375, 109-183, 111-11 and 112-270).

Using a shared approach, the two recovery programs coordinate their outreach efforts and work with other organizations throughout the Colorado River Basin to ensure common audiences receive consistent, current, and accurate information about the endangered fishes and efforts to recover them. These audiences include the general public, elected officials, Indian Tribes, landowners, anglers, river rafters and guides, environmental organizations, water and power developers, teachers, students, and Program participants. Although the geographic coverage of these recovery programs differs within the Upper Colorado River Basin, the majority of affected parties are interested in the recovery efforts taking place for both programs.

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 receive accurate, consistent information about the endangered fishes and efforts to recover them.

The Information and Education (I&E) Committee developed and approved general key messages in 2009 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.

### **Relationship to Long Range Plan:**

Goal 6.1 Increase Public Awareness and Support for the Endangered Fishes and the Recovery Programs

### **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.

### **Objective**

- 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.

### **Target Audiences**

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

### **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.

• **Budget**

<b><u>PROJECT</u></b>	<b><u>UNIT COST</u></b>	<b><u>FY 20 CRRP</u></b>	<b><u>FY 20 SJRRIP</u></b>	<b><u>FY 21 CRRP</u></b>	<b><u>FY 21 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>\$12,052.46</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: \$12,352.46</b>	\$6,176 <sup>1</sup>	\$6,176 <sup>1</sup>	\$6,300 <sup>1</sup>	\$6,300 <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@.0843 each = <b>\$204</b> Postage: 2,420 = <b>\$1,042</b> Shipping for bulk quantities: <b>\$300</b> <b>TOTAL: \$4,453</b>	\$2,363 <sup>1</sup>	\$2,363 <sup>1</sup>	\$2,411 <sup>1</sup>	\$2,411 <sup>1</sup>
Aquarium Supplies UCREFRP Aquarium Supplies SJRRIP	50/50 cost share with CPW to support classroom program (Aquarium costs determined based on previous years' costs.) Aquarium supplies to start RBS in the Classroom	\$2,971	\$2,971	\$3,060	\$3,060
Exhibit Fees	Vendor fee plus noted expenses: CO Water Congress, Denver - <b>\$1,600</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> Animas River Festival <b>\$300</b> Navajo Nation Fair <b>\$500</b> <b>TOTAL: \$9,200.00</b>	\$4,600 <sup>1</sup>	\$4,600 <sup>1</sup>	\$4,738 <sup>1</sup>	\$4,738 <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 exhibit.	\$2,653 <sup>1</sup>	\$2,653 <sup>1</sup>	\$2,706 <sup>1</sup>	\$2,706 <sup>1</sup>
Ute Water Festival-UCREFRP, 2 days each May, Grand Junction, CO. Children’s Water Festival, Durango, CO SJRRIP	2 people @ 45 hrs x \$41/hr = \$3,690 3 people @ 16 hrs x \$46/hr = \$2,208 Miscellaneous supplies = \$242 <b>TOTAL: \$6,140</b>	\$6,140	\$3,070	\$6,263	\$3,210
Miscellaneous Supplies/Equipment	Specialty paper (for photos and briefing book inserts) and other design materials.	\$2,100	-0-	\$2,163	-0-
Educational Materials <u>FY 18</u> New or replacement item (TBD) <u>FY 19</u> New or replacement item (TBD)	<b>Endangered Fish Tattoos:</b> 23,000 = \$3,496 <b>Lil Suckers:</b> 1,000 = \$2225 <b>Endangered Fish Charms with half circle-used for key rings, zipper pulls and glass charms:</b> Colorado pikeminnow (Shared) QTY:1050 = \$1,628; Razorback sucker (Shared) 1050 = \$1,628; Humpback chub 525 = \$866; Bonytail 525 = \$866 <b>Endangered Fish Lapel Pins:</b> Colorado pikeminnow (Shared) QTY:1050 = \$1,628; Razorback sucker (Shared) 1050 = \$1,628; Humpback chub 525 = \$866; Bonytail 525 = \$866 <b>Paper Stickers:</b> 5000 each set-2.5x4”, 500 per roll 4-color = \$2,444 <b>Magnets:</b> 4 versions; 3 ½ x 2”, 4-color, QTY of 6,000 ea. = \$3,495 <b>Rulers:</b> 12” 4/4 inches/metric 10,500 = \$3,485 <b>Can Koosies:</b> 500 ea of 4 / 2000 = \$3,100 <b>Vinyl Fish Stickers:</b> 2750 ea of 4 = \$3,479 <b>Trading Cards:</b> 2.5x3.5 4/1 12pt C1S 25,000 ea of 4 = \$2,486 <b>TOTAL:\$34,186</b>	\$34,186	\$4,806	\$35,211	\$4,950
Signs/Exhibits/ Interpretive Signs	<b>Design/Produce/Install:</b> signs/exhibits/interpretive signs at locations with high visitation in target communities.	\$5,000		\$5,150	
<b>TOTAL</b>		<b>\$66,189</b>	<b>\$26,639</b>	<b>\$68,002</b>	<b>\$27,375</b>

• **IF ADDITIONAL FUNDS BECOME AVAILABLE:**

Reprint Historic Doc	60 pp 1/1 8.5 x 11 Perfect Bind QTY: 5000	\$12,000		TBD	
Print/Direct Mail 6 x 11 postcard Western Slope	25 Adult Age To: 40 Income \$0 - \$49,999 Gender Male 3431 pieces: mailing list, printing, address and sort, postage and deliver to USPS Mail quarterly	\$8,960		\$9,139	
Billboards	Billboard message in Craig CO Junior Bulletin 6' x 12' \$630.00 per month plus setup of \$150.00 (3 months)	\$2,040		\$2,081	
Radio Spots	Series of radio spots targeting Western Slope	\$2,800		\$2,856	
Movie	5-10 min, featuring both programs; produced in- house, place on website, distribute through Facebook and other outlets.	\$2,000		\$2,040	
<b>TOTAL</b>		<b>\$98,989</b>	<b>\$26,639</b>	<b>\$84,118</b>	<b>\$27,375</b>

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