

**San Juan River Recovery Implementation Program  
Communication and Public Involvement Plan  
Fiscal Year 2022 Draft Proposal**

U.S. Fish and Wildlife Service  
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**Period of Performance:** 10/01/2022 to 9/30/2023

### **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.

### **Past Accomplishments**

The San Juan River Basin Recovery Implementation Program is represented annually at a variety of trade shows. Included annually are Colorado River Water Users Association and Utah Water Users meetings. A trade show booth and a pop up banner stand were designed and provided to the San Juan Program for their use. Most give-a-way items have been designed with both program logos and websites. Printed publications are co-branded and represent both recovery programs. The Swimming Upstream Field Report alternates covers, lead stories and director messages. Care is given to make sure each program is represented equally in the stories published. The San Juan Program was represented in 2019 over the Memorial Day weekend at the Farmington Riverfest. In 2020, attendance was not possible due to the COVID pandemic. The 2019 Durango Children's Water Festival was approached but due to scheduling conflicts attendance was not possible. Trips were made to the PNC and Hogback fish passages to photograph both structures and to visually document the work being done by Navajo Nation Fish and Wildlife department. Professional graphic design services have been provided for all products produced for both recovery 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.
  - SJRIP specific objective: Establish relationships with at least 2 entities within our target audience, in particular water users that are improving conditions in the San Juan River Basin.
- Educate target audiences about endangered fish, the threats to their survival, and Recovery Program efforts to recover them.
  - SJRIP specific objective: Improve education of target audience by attending at least 2 outreach events within the San Juan River Basin.
- Promote Recovery Program accomplishments.
  - SJRIP specific objectives: Distribute major outreach publications within the first 30 days of completion to partners. In addition, distribute all outreach material at site-specific outreach events.
- Improve communication within the Recovery Program and its partner organizations.
  - SJRIP specific objectives: Communicate the communication and public involvement plan with Biology and Coordination Committee for program and partner support to fulfill information and education needs in the San Juan River Basin.

#### **Purpose**

- The purpose is to provide funds to support efforts in developing tangible products to facilitate communication with our target audience to achieve our objectives described above. This does not pay for staff time or professional graphic services.

## 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 staff  
**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/Recovery Program staff

**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.
- Present annual accomplishments to Recovery Program committees.
- Prepare an annual report to Recovery Program committees. An annual report is currently provided for the 12A SOW which should include any items or events specifically for the San Juan Program.
- Seek input from Recovery Program committees to meet information and education needs on the ground.

<u>PROJECT</u>	<u>UNIT COST</u>	<u>FY 22 CRRP</u>	<u>FY 22 SJRRIP</u>
Congressional Briefing Document (Program Highlights)	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>	\$6,425.51	\$6,425.51
Field Report (Swimming Upstream)	GPO Printing: 16 pp SelfCVR. 4/4 8.5 x 11 Saddle- Stitched; QTY: <b>4,500 = 2,907 ;</b> Design/layout = <b>0</b> (inhouse); Mailing Services: 2,420@.08 each = <b>204 ;</b> Postage: 2,420 = <b>1,042;</b> Shipping: <b>300</b> <b>TOTAL: 4,453</b>	\$2,458.47	\$2,458.47
Aquarium Supplies	50/50 cost share with CPW to support classroom program (Aquarium costs determined based on previous years' costs.) San Juan Program to start razorback sucker in theclassroom	\$3,091.03	
Exhibit Fees	Vendor fee plus notedexpenses: CO Water Congress, Denver - <b>\$1,600</b> CO Water Workshop, Gunnison - <b>\$500</b> CO River Water Users, LasVegas - <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:\$9200</b>	\$4,785.84	\$4,785.84
Repairs/replacement	Cost varies depending onneed. Estimate based on replacing banner stands and repairs/replacements to exhibit	\$2,760.18	\$2,760.18
Ute Water Festival-UCREFRP, 2 days each May, Grand Junction, CO. Children's Water Festival, Durango, CO SJRRIP Miscellaneous Supplies/Equipment	2 people @ 45 hrs x 41/hr 3 people @ 16 hrs x 46/hr  Miscellaneous supplies =242	\$3,839.08 \$2,297.20  \$251.78	   \$3,194.03
Miscellaneous Supplies/Equipment	Specialty paper (for photos and briefing bookinserts) and other various design materials	\$2,184.84	

<p>Educational Materials <u>FY 20</u> New or replacement item (TBD) <u>FY 21</u> New or replacement item (TBD)</p>	<p><b>Endangered Fish Tattoos:</b> 20,000 = \$3,200  <b>Lil Suckers:</b> 1,000 = \$2,225  <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 Lapelpins:</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> 25 rolls/2.5x4", 1000 per roll 4-color = \$2,225  <b>Magnets:</b> 4 versions; 3 1/2 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 = \$3,300  <b>Trading Cards:</b> 25,000 ea of 4 = \$2,486</p>	<p>\$35,567.11</p>	<p>\$5,000.16</p>
<p>Signs/Exhibits/ Interpretive Signs</p>	<p><b>Design/Produce/Install:</b> signs/exhibits/interpretive signs at locations with high visitation in target communities.</p>	<p>\$5,202</p>	
<p><b>TOTAL</b></p>		<p><b>\$68,863.04</b></p>	<p><b>\$24,624.19</b></p>