

Project Title: San Juan River Recovery Implementation Program Communication and Public Involvement Plan

Bureau of Reclamation Agreement Number:
R18PG00033

Reclamation Agreement Term
July. 1, 2018 – Sep. 30, 2022

Note: Recovery Program FY23 scopes of work are drafted in May 2022. They often are revised before final Program approval and may subsequently be revised again in response to changing Program needs. Program participants also recognize the need and allow for some flexibility in scopes of work to accommodate new information and changing hydrological conditions.

Lead Agency:
U.S. Fish and Wildlife Service

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

Expected Funding Source:
 Annual funds
 Capital funds
 Other [explain]

Relationship to Long Range Plan

Identified below is the Recovery Element for Information and Education

Element 6 – Information and Education

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

Action 6.1.1 Provide information to the public on the Recovery Program.

Task 6.1.1.1 Provide information to the public via developing Program brochure, exchange information and materials to incorporate into PowerPoint presentations, newsletters, Program highlights, and Program displays.

Task 6.1.1.3 Maintain Recovery Program website

Task 6.1.2.2 Develop and exchange information and materials to incorporate into presentations, newsletters,, Program highlights and Program displays

Task 6.1.2.3 Participate in selected outreach efforts at local and state events

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.

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 Upper Colorado River Endangered Fish Recovery 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 -- 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

Study Area:

San Juan River Basin

Study Methods/Approach:

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. Planned events include, but are not limited to: Colorado River Water Users Exhibit – Las Vegas, Utah Water Users Exhibit – St. George, Wyoming Water Association Exhibit – Casper, Animas River Festival, Navajo Nation Fair, Ute Water Festival, Children’s Water Festival – Durango, CO.
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/sj)
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 UPPER COLORADO RIVER ENDANGERED FISH RECOVERY 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 (Annual Meeting).

Budget Summary:

FY Year	<i>UCRIP</i>
2023	
Materials	\$10,397.37
Events (9)	\$4,590.00
Reports/Documents	\$8,410.00
Labor	\$3,204.52
Total	\$26,601.89

Reviewers:

References: