**Project Name: Poudre Heritage Alliance – Cache la Poudre River National Heritage Area (CALA) Strategic Interpretive Plan**

**Purpose Statement: (to be decided – ideas welcome!)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Situation & Priorities**1) Promote a variety of historical and cultural opportunities; 2) engage people in their river corridor; 3) inspire learning, preservation, and stewardship**PROMOTE**a variety of historical and cultural opportunities.**A**  | **Inputs** | **Outputs** | **Outcomes 🡪 Impact** |
| **Future We Want to Create / Change We are Working Toward** |
|  | **Activities** | **Participation** | *Thoughts Awareness* *Skills Attitudes* *Motivations Aspirations*  *Knowledge*  | *Actions Behaviors* *Policies Practice* *Decision-Making* |  *Big Condition Shifts* *Social Political* *Status Economic* *Environmental* |
| **Our Resources** | **What We Do** | **Who We Reach** | **Short Term**\*\*mind-shifts\*\* | **Medium Term**\*\*behavior changes\*\* | **Long Term**\*\*systemic change\*\* |
| Physical assets (Poudre River Trail, land, water, etc.)NHA designation/other NHAsHistory and researchCities of Windsor, Ft. Collins, GreeleyCommunitiesFunding/investmentExisting interpretationPoudre Heritage Alliance (PHA) Mission and vision Staff Board Partners/relationships VolunteersKey stakeholders: Landowners Partnering organizations Universities  National Park Service Northern Arapahoe Tribe Poudre Learning Center Consultants/Studio TectonicPrevious experience (i.e., not a brand new NHA)Dedication/CommitmentGIS mapping | BrandingStorytellingVisitor wayfindingContent delivery to visitors to NHA: -area’s history -environmental issues -underappreciated  cultures -overarching themes re:  waterStakeholder outreach and input (Tasks 2 and 5)Refine/develop “big idea” and interpretive themes/thematic elementsHighlight connections between CALA sites: -municipalities -agriculture -industrial -recreational -spiritualityEducational programmingTourismDevelop themes by key locationsDevelop interpretive strategy and tactics (including mapping and signage locations) | All stakeholders in “Resources” column, plus:ResidentsRecreationalists Students Youth/EducationalEldersResearchersPrivate SectorGovernment (e.g., entities, elected officials, etc.)NGOs/nonprofitsLocal/regional/national/international visitors to NHAPotential stakeholders and partnersProspective donors, funders, foundations, etc.Peers/other NHA sitesWider publicDiverse and inclusive social groups (e.g., tribal)Poudre River ForumBreweries | Understand/learn from history and “mistakes of past” (i.e., moving from conflict to collaboration)Appreciate work and sacrifices of those before us (e.g., history of water law)Knowledge of where water comes from, how it gets to us, and its many uses (e.g., agriculture, industrial, municipal)Understanding of what makes and keeps the river healthyKnowledge of how water has shaped and is shaped by communitiesAwareness that water supports diverse people, cultures, species, and needs (e.g., water is a special resource by which we are all connected)Understanding that individual actions affect many (e.g., conservation ethics)Awareness of PHA and CALA--and of NHAsSupport river restoration/conservation Belief that everyone is entitled to equal access to and appreciation of river/NHA Appreciation of and respect for beauty and history (of NHA, river, etc.)Sense of place/connection to river/areaCollaborative, not scarcity, mindset | Support and advocacy for PHA, the river, CALA, and all NHAs (e.g., additional funding, volunteering, donating, preservation efforts, etc.)Collaborative and coordinated river use (e.g., agriculture, industrial, municipal)Discover the river (“ah-ha” moment)Notice more; observe and get curiousVisit the river; enjoy; have funTake conservation-minded actions (e.g., plant native species, conserve water)Local, regional, and national policies and practices that protect, conserve, sustain, and enhance the river corridor Socially and environmentally responsible water and river useConnection and collaboration driving action (e.g., “what’s ours is all of ours”)Coordinated interpretation, branding, and design throughout region/riverPHA as convenor and coordinating entity; supports regional collaboration and is “go to” partner PHA sets precedent/lead nationally (including within NHA network)Diversity, equity, access, and inclusion prioritized in PHA plans/practices | Continued use of the Poudre River for generations to come—and for PHA to interpret in the futureAll people reconnected with their natural environment The river is not only cherished, preserved, but revitalized for generations to comeRespect for all cultures’/all peoples’ need for and right to waterValuing growth without sacrificing collective heritageOne human ecosystemPerpetual love and respect for river |
| **Assumptions—**in place now and we’ll continue to rely onPHA’s and key partners’/stakeholders’ commitment to strategic interpretationAn abundance of water to meet all needs (e.g., environmental, recreation, tourism, etc.) | **External Factors**—out of our control, but could influence the aboveCOVID-19, funding cuts, weather, climate, etc.  |