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

**Purpose Statement: To be decided…**

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| **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.)  History and research  Funding/investment/resources  Communities:  -Larimer County  -Weld County  -Windsor  -Ft. Collins  -Greeley  -Timnath  Poudre Heritage Alliance (PHA):  -Mission and vision  -Staff  -Board  -Partners/relationships  -Volunteers  Key stakeholders:  -Landowners  -Partnering organizations  -Universities  -National Park Service  -Northern Arapahoe Tribe  -Poudre Learning Center  Existing strengths:  -NHA designation (and affiliation)  -Previous experience  -Current interpretation  -GIS  -Tech savvy (e.g., social media)  -Innovation  -Consultants/Studio Tectonic | Content delivery to and wayfinding for visitors to NHA:  -area’s history  -environmental issues  -underappreciated  cultures  -overarching themes re:  water  Highlight connections between CALA sites:  -municipalities  -agriculture  -industrial  -recreational  -spirituality  Educational programming  Marketing and social media  Biology/riparian/living species  Tourism  Stakeholder outreach and input  Branding and storytelling  Refine/develop “big idea” and interpretive themes/thematic elements  Develop themes by key locations  Develop interpretive strategy and tactics (including mapping and signage locations) | All stakeholders in “Resources” column, plus:  -Residents  -Recreationalists  -Students/Youth/Educational  -Elders  -Researchers/Scientists  -Private Sector  -Local businesses  -Government (e.g., entities,  elected officials, etc.)  -NGOs/nonprofits  -Local/regional/national/  international visitors to NHA  -Peers/other NHA sites  -Wider public  Potential stakeholders and partners  Prospective donors, funders, foundations, etc.  Diverse and inclusive social groups (e.g., tribal) | 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 sugar beet workers)  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 healthy  Knowledge of how water shapes and is shaped by communities  Awareness 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 NHAs  Support 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/area  Collaborative, 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 curious  Visit the river; enjoy; have fun  Take 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, culturally, and environmentally responsible water and river use and experiences  Connection and collaboration driving action (e.g., “what’s ours is all of ours”)  Coordinated interpretation, branding, and design throughout region/river  PHA as convenor and coordinating entity; supports regional collaboration and is “go to” partner  PHA sets precedent/lead nationally  Playing it safe for better river experience  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 future  All people reconnected with their natural environment  The river is not only cherished, preserved, but revitalized for generations to come  An abundance of water to meet all needs (e.g., environmental, recreation, tourism, etc.)  Respect for all cultures’/all peoples’ need for and right to water  Valuing growth without sacrificing collective heritage  One human ecosystem  Perpetual love and respect for river, its watershed, and preservation of species |
| **Assumptions—**in place now and we’ll continue to rely on  PHA’s and key partners’/stakeholders’ dedication, support, and commitment to strategic interpretation  Continued NHA designation  Continued funding | | | **External Factors**—out of our control, but could influence the above  COVID-19 Political environment  Funding cuts Weather/climate | | |