


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

Purpose Statement: To be decided...

Situation & Priorities 1) Promote a variety of historical and cultural opportunities; 2) engage people in their river corridor; 3) inspire learning, preservation, and stewardship	Inputs	Outputs		Outcomes → Impact		
		Activities	Participation	Future We Want to Create / Change We are Working Toward		
				<i>Thoughts</i> <i>Awareness</i> <i>Skills</i> <i>Attitudes</i> <i>Motivations</i> <i>Aspirations</i> <i>Knowledge</i>	<i>Actions</i> <i>Behaviors</i> <i>Policies</i> <i>Practice</i> <i>Decision-Making</i>	<i>Big Condition Shifts</i> <i>Social</i> <i>Political</i> <i>Status</i> <i>Economic</i> <i>Environmental</i>
	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 convener 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			