**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 researchFunding/investment/resourcesCommunities: -Larimer County -Weld County -Windsor -Ft. Collins -Greeley -TimnathPoudre 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 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:  waterHighlight connections between CALA sites: -municipalities -agriculture -industrial -recreational -spiritualityEducational programmingMarketing and social mediaBiology/riparian/living speciesTourismStakeholder outreach and input Branding and storytellingRefine/develop “big idea” and interpretive themes/thematic elementsDevelop themes by key locationsDevelop 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 publicPotential stakeholders and partnersProspective 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 healthyKnowledge 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 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, culturally, and environmentally responsible water and river use and experiencesConnection 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 Playing it safe for better river experienceDiversity, 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 comeAn abundance of water to meet all needs (e.g., environmental, recreation, tourism, etc.)Respect for all cultures’/all peoples’ need for and right to waterValuing growth without sacrificing collective heritageOne human ecosystemPerpetual love and respect for river, its watershed, and preservation of species |
| **Assumptions—**in place now and we’ll continue to rely onPHA’s and key partners’/stakeholders’ dedication, support, and commitment to strategic interpretationContinued NHA designationContinued funding | **External Factors**—out of our control, but could influence the aboveCOVID-19 Political environmentFunding cuts Weather/climate |