



24 July 2019

Fletcher Jacobs, State Trails Program Manager  
Colorado Parks and Wildlife  
State Trails Program  
13787 US Hwy 85 North  
Littleton, CO 80125

Re: Resolution Supporting the Application for Funding

Dear Mr. Jacobs,

Please let it be known that on this date, the Board of Directors of the Poudre Heritage Alliance approved the application for funding through the Colorado Parks and Wildlife State Trails program for a 2019 Colorado the Beautiful trails planning grant.

The Board strongly supports the grant application and is strongly committed to completing the project within the State Trail's Program goals and objectives.

This grant would enable the PHA to develop a Strategic Interpretation Plan, which would help us achieve one of four major goals outlined in our *2013 Management Plan*:

Goal 2: Story-Telling:

Tell the story of the CALA through interpretive amenities, educational programs and research projects that broaden public awareness of the CALA, thereby enhancing its sense of place and strengthening its value to the community.

As an organization that reports to the National Park Service, Department of the Interior, the Poudre Heritage Alliance Board takes its fiduciary responsibilities seriously and intends to administer such funds in a financially secure and sound manner.

Thank you for your consideration,

A handwritten signature in black ink, appearing to read "Wade Willis".

Wade Willis  
Board Chair  
Poudre Heritage Alliance  
Cache la Poudre River National Heritage Area  
3745 East Prospect, Ste 205  
Fort Collins, CO 80525  
Office: 970-295-4851

# EXHIBIT A

## GRANT APPLICATION CHECK LIST

### MANDATORY:

- Signed letter of resolution from Governing Body
- Exhibit A - Application
- Exhibit B - Budget (Unprotected Excel CPW form)
- Environmental Forms (not required for Regional Trails Planning grants)
- Maps/Photographs/Graphics (5 page max, pdf, letter sized pages)
- Letters of Support (maximum of 5). No letters from clubs or groups specifically working on the project
- Project can be completed within 2.5 years from receiving grant
- Required MATCH funding is secured, including CASH match funds
- CPW Area Wildlife Manager has been contacted and informed of construction projects by July 1st. Note that ALL projects will be reviewed by CPW for wildlife impacts
- (Construction only) Project area is owned by public land agency or has easement that designates the area to be open to public outdoor recreation for at least 25 years
- (Construction Only) Formal Environmental Assessment (EA) or NEPA has been completed with final approval for the project area (federal lands only).

### ADDITIONAL PROJECT HIGHLIGHTS:

- Youth Corps or youth organization will be used on the project (name of organization)
- Volunteers will be utilized on the project (Heritage Culturalists)

# EXHIBIT A

## COLORADO THE BEAUTIFUL REGIONAL TRAILS PLANNING APPLICATION

Applicant or Organization Name: Poudre Heritage Alliance (Cache la Poudre River National Heritage Area)		
Mailing Address: 3745 E. Prospect Rd, Suite 205, Ft. Collins, CO 80525		
Applicant Lead Contact Name: Kathleen Benedict		Title: Executive Director
Telephone: 970-295-4851	Email: kbenedict@poudreheritage.org	Is this the primary contact for this grant: <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO

## PROJECT MANAGER (this person will have day-to-day responsibility for the project)

Name: Jordan Williams		
Mailing Address: 3745 E. Prospect Rd, Suite 205, Ft. Collins, CO 80525		
Telephone: 970-295-4851	Email: admin@poudreheritage.org	Is this the primary contact for this grant: <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO

## PRIMARY PARTNER INFORMATION (IF APPLICABLE)

Name:		
Mailing Address:		
Partner Contact Name:		Title:
Telephone:	Email:	Is this the primary contact for this grant: <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO

Project Title: Strategic Interpretive Plan for Cache la Poudre River National Heritage Area	
Grant Request: \$ 96,665.50 (includes 5% Admin fee to cover costs of record keeping, accounting, and reporting as relates to this grant).	Required Match: \$ 28,999.65 (\$30,412 match secured)
Total Project Cost: \$127,077.50	

**Project Summary:** Please write a short (1-paragraph) summary of your project. This information will be posted online and in grant application and reviewer information packets.

The Cache la Poudre River National Heritage Area (CALA) winds some 45 miles across the foothills and plains of northern Colorado from the border of the Arapahoe-Roosevelt National Forest northwest of Fort Collins, to its confluence with the South Platte River east of Greeley. CALA was established for its role in influencing water development, water law, and water management. While administered by the National Park Service, National Heritage Areas are managed by local coordinating entities and accomplish their goals through partnerships. CALA's 1990 Feasibility Study and Resource Inventory identified 78 major natural and cultural partner sites (resource assets) that range from the Gateway Natural Area in Ft. Collins to Watson Lake State Wildlife Area; the Poudre Valley Canal in Windsor; the Plumb Farm Learning Center; the Kaplan-Hoover Buffalo Kill Site; and the WWII POW Camp along the Poudre River. This project will update the original 1990 Feasibility Study and Resource Inventory; develop a Strategic Interpretive Plan to help CALA become more accessible to the public as a whole; provide visitors with a seamlessly integrated experience rather than a series of disconnected experiences; and build partner capacity.

# EXHIBIT A

**Detailed Project Description:** Please write a 3-4 paragraph description of your project and the expected accomplishments. Be sure to include Who, What, When, and Where.) **This is your scope of work.** (This section is not the place to talk about the project background, the benefits, the funding, or anything other than the actual work to be accomplished. Please address this information in question #1 of the Selection Criteria.)

**WHO?** Who will complete the work and who will oversee the project? Provide a description of your community or organization, highlighting its mission and purpose.

**WHAT?** Explain what you are going to do or accomplish. What is the goal or the reason for your project? Break down the project into a list of specific activities to be completed. These should be quantifiable items that correspond to the categories on your budget page. Include quantity or quality as part of your description of work to be performed. How long? How many? How many feet? How many miles? What materials will be used? Is a specific standard or guideline being used?

**WHERE?** Explain in detail the location of your project. Where is the project located? What county? What National Forest/BLM Field Office? Provide the names of the trail(s) or trail system and where the work will be performed. What agency manages or is responsible for the land where the project is located?

**DEFINITIONS?** Please define all acronyms and specialized terms that are used in your project description.

The Cache la Poudre River National Heritage Area is a renowned attraction that combines opportunities for education on the central theme of Western water law with a healthy natural environment of abundant wildlife and breathtaking scenery, all supported by premiere facilities, including trails, visitor centers, and interpretive exhibits. The Poudre Heritage Alliance, a 501c3 nonprofit, serves the Cache la Poudre River National Heritage Area, providing current and future generations the opportunity to understand and celebrate the area by careful planning and facilitation of educational programs and related amenities in collaboration with residents, private sector, and government entities.

Public and private partners manage the resource sites within CALA and they vary widely in scope, scale, capacity and potential interpretive themes/sub-themes. They range from the Cattail Chorus Natural Area, a 40- acre pond habitat for resident and migrant songbirds and water fowl only accessible by pedestrian trail; to the Fort Collins Museum and Discovery Science Center serving more than 126,000 visitors each year.

Since the original Resource Inventory was completed in 1990, there have been many new developments, interpretative efforts and educational programming that impact the resources of the National Heritage Area. For example, creation of the new multi-million dollar Whitewater Park in downtown Ft. Collins; redevelopment of Eastman Park along the river in Windsor and designation of the Great Western Sugar Beet Flume and Bridge to the National Register of Historic Places in 2014. It is vital to that we conduct an updated inventory of the Cache la Poudre's resources to recommend strategies for planning, interpretation, education, restoration, management, and/or acquisition.

For CALA to continue developing as a cohesive entity, a regional strategic interpretive plan must provide visitors with a seamlessly integrated experience rather than a series of disconnected experiences. The grant will be used to:

- Update the 1990 Feasibility Study and Resource Inventory to inform CALA's resource management and future planning efforts.
- Plan for cohesive branding, storytelling and visitor wayfinding through the 45 miles of the Cache la Poudre River National Heritage Area
- Strategize locations and partners for signs and viewing areas next to the river for visitors to understand the area's history, environmental issues, and forgotten cultures
- Include the overarching themes: water for recreation, industry, natural resources, and agriculture

# EXHIBIT A

**Scope of Work will include the following:**

PHA will assemble the team, engaging participants during the planning process such as consultant, core team, partner sites, subject matter experts, stakeholders and affiliate groups.

- **Task 1:** Discovery and Resource Inventory. The consultant and core team review project background and any earlier analysis that will guide the process and identify opportunities and challenges that may affect the plan such as existing Resource Inventory, Management Plan, etc.
- **Task 2:** Public Outreach (Round 1). Core team members, with input from partners and stakeholders, create a strategy for engaging the public, and residents identify the resources and stories that are important to them. Open houses will be held in Weld County and Larimer County (Greeley, Windsor, Fort Collins)
- **Task 3:** Formulate Interpretive Themes. Each partner site (resource) theme can encompass an infinite number of stories (subthemes). Subthemes may start out listed as topics, such as stories of specific ecosystems, flora and fauna species, individuals or families, geographical features or natural resources, ethnic diversity, construction of a canal, etc.
- **Task 4:** Preliminary Implementation plan. Consultant and core team outline goals, process and public outreach, partner site themes and subthemes, partner site capacity, generate new Resource Inventory Map, consider programming and media options, prepare guideline, identify priorities and funding opportunities, and create an evaluation plan.
- **Task 5:** Public Outreach (Round 2). Host second round of open houses in Weld and Larimer Counties to solicit partner and stakeholders review and comments on the Preliminary Implementation Plan.
- **Task 6:** Finalize Strategic Interpretive Plan. Revise narrative and graphics. Prepare and format final report. Present to County, City and Town Councils.

## LAND OWNERSHIP

1. Provide the names of the property owners: Initial property owners we will work with include: City of Fort Collins, Town of Timnath, Town of Windsor, City of Greeley, Larimer County, Weld County. We could perhaps include communities of Bellevue and Laporte (based on status of their land ownership).
2. The trail corridor is controlled by:  **Fee Simple**  Lease  Easement  License  **Right-of-Way**  Other: Trail partners are cities and towns on public lands.

## USER INFORMATION (Please check all that apply)

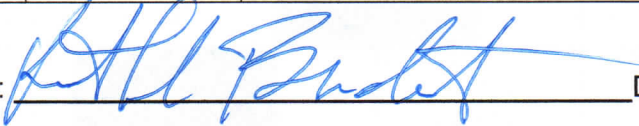
<input checked="" type="checkbox"/> Hiking	<input type="checkbox"/> Motorcycling	<input checked="" type="checkbox"/> Equestrian
<input checked="" type="checkbox"/> Walking	<input type="checkbox"/> Four-Wheeling	<input checked="" type="checkbox"/> ADA Access
<input checked="" type="checkbox"/> Running	<input type="checkbox"/> All-Terrain Vehicle	<input type="checkbox"/> Other
<input checked="" type="checkbox"/> Skateboarding	<input type="checkbox"/> Snowmobiling	<input type="checkbox"/> Other
<input checked="" type="checkbox"/> In-Line Skating	<input checked="" type="checkbox"/> Snowshoeing	<input type="checkbox"/> Other
<input checked="" type="checkbox"/> Biking	<input checked="" type="checkbox"/> X - X-Country Skiing	<input type="checkbox"/> Other

## TRAIL SURFACE

<input checked="" type="checkbox"/> Asphalt	<input checked="" type="checkbox"/> Concrete	<input type="checkbox"/> Other
<input checked="" type="checkbox"/> Natural	<input checked="" type="checkbox"/> Crusher Fines	<input type="checkbox"/> Other

# EXHIBIT A

PROJECT LOCATION (For multiple project sites attach a separate list.)			
Nearest Town or City: Ft. Collins, Windsor, Timnath, Greeley			
County: Larimer County – Weld County			
Latitude & Longitude Coordinates: Estimated range from: Bellvue, 40.629°N, 105.1726°W to Greeley 40.4233°N, 104.7091°W			
State Senate District #: 23, 14, 13		Refer to <a href="https://leg.colorado.gov/find-my-legislator">https://leg.colorado.gov/find-my-legislator</a>	
State Representative District #: 49, 52, 50			
Acreage of new trailhead		Miles of trail grooming	
Miles of new trail construction		Miles of trail being planned	
Miles of trail maintenance		Miles of trail reroute	
Miles of trail reconstruction		Miles of inter-connecting trail	
Miles of trail to be signed	45 miles	Other – miles of trail interpreted	45 miles
Miles of trail restoration		Other – trail resource assets inventoried	78

Applicant Authorized Signature:  Date: 8.1.2019  
 (From Applicant Organization)

Land Agency Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
 (From project location land agency, if different from applicant)



# EXHIBIT A

All applicants must respond to the following selection criteria questions in **nine pages or less in 12-point font with 1” page margins**. Answers can be longer than one page, as long as the total number of pages is less than or equal to nine.

This application will be scored on a 100-point basis. The maximum number of points that can be awarded for each question is shown in parentheses. Projects that make it beyond the initial review will be scored by outside reviewers, State Trails, GOCO, and DNR staff. Projects will be ranked according to reviewer and staff scores.

Failure to provide a response to any question (unless otherwise noted) will reduce your project’s score. Please read and understand all application questions prior to answering. Reference all attachments.

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## **NOTE: Exhibit A: 9-page response to questions attached separately**

- 1. COMMUNITY NEED & BENEFIT (20 points)** Summarize the community need for the project. Letters of support should clearly document this need. How will this project specifically address the needs described? What are the benefits of this effort to trail user groups in the communities, region and/or state? Describe how the planning project will involve local community connectivity and how communities will benefit from the project. How will community health benefits be considered, evaluated, and prioritized in the plan? Will marginalized communities be involved in decision making processes (i.e. where trails will be located, what they will look like, etc.) through citizen advisory boards or other means of public involvement? Will the planning project address the health and equity of marginalized communities or the prevalence of health conditions (i.e. obesity)?
- 2. URGENCY (5 points)** Why is it important to undertake this planning effort now, instead of at a later time? Please describe any elements that make this project urgent or timely.
- 3. CUMULATIVE IMPACTS (15 points)** Explain the extent to which this project focuses on large scale, regional trail and resource planning. How will the plan evaluate multiple trail systems’ cumulative impacts together in a comprehensive plan? How will trail development be evaluated and balanced with existing trail system management, wildlife and natural resource conservation, and long-term maintenance?
- 4. WILDLIFE & NATURAL RESOURCES (10 points)** How will wildlife habitat fragmentation be evaluated and considered in the planning process? What factors will be considered to avoid large blocks of less disturbed sensitive environmental resources such as wildlife habitat or wetlands in the planning process? What aspects will be considered to evaluate wildlife connectivity across the landscape?
- 5. COLLABORATION (15 points)** Explain the extent to which the project demonstrates unique, innovative, and/or important multi-agency, organization, and/or private partnerships. Describe how these partnerships will be a benefit to the planning project, development, and long-term management of the trail systems. Partnerships may include public agencies, environmental groups, non-profit organizations, schools, businesses, individuals or other non-governmental groups.
- 6. IMPLEMENTATION (15 points)** Describe how the planning project will lead to trail system improvements, the development of tangible trails, trailheads, amenities or recreation projects in the area. How will it demonstrate a significant improvement to community trail systems and larger connectivity throughout Colorado? How will the plan be implemented in the future? What are potential sources of funding?



## EXHIBIT A

- 7. PUBLIC COMMENT & INVOLVEMENT (10 points)** Public comment is mandatory for all projects. Describe the involvement of user groups and/or communities that are within the project's region. Have any potential user group conflicts been identified? If so, how will they be addressed/managed? What process(es) will trail enthusiasts use to identify key strategies and criteria to accomplish the objectives of the plan project? What stakeholders will be consulted to help decide upon objectives, strategies and criteria? How will you engage stakeholders, land agency staff and CPW wildlife staff in the planning process? Do you anticipate public opposition to this plan or its implementation? Will a professional consultant be hired?
- 8. PLANNING PROCESS & OUTCOME (10 points)** Describe the strategy for monitoring and evaluating project planning, including how success of the planning effort will be defined and measured. What tangible or measureable products will result from this planning project? List (in bulleted form) and provide a brief, specific description for each:
- Objectives
  - Tasks
  - End products and/or deliverables that will result from this planning effort (10 points)

**EXHIBIT A:**  
**9-Page Questionnaire**  
**Strategic Interpretive Plan for the Cache la Poudre River National Heritage Area**

**1. COMMUNITY NEED & BENEFIT (20 points)**

The Cache la Poudre River (CALA) is treasured by a community that values it for a variety of recreational activities and the tranquility of a natural corridor, while also depending on it as a water source for municipal, industrial, and agricultural uses. Moreover, the Poudre River corridor serves numerous other functions such as carrying flood flows, providing vital habitat within and along the river, enhancing water quality, regulating climate and providing non-motorized commuter options. The Poudre River also serves as a valuable resource for educating school children and the public alike about critical water issues, environmental sustainability and wildlife conservation.

Interpretive planning will establish unifying goals, objectives and messages for CALA and our partner sites. This will facilitate cohesiveness of interpretive services so visitors leave the National Heritage Area with clear messages that reinforce each other, rather than a jumble of unrelated facts and themes. Interpretive planning will also help us gain a better understanding of CALA's resources, who our audience is (who is or is not coming) and their needs. It will support resource management goals, as well as guide appropriate visitor access and resource usage within the National Heritage Area.

This planning project is designed to improve visitor services and resource connections throughout the National Heritage Area. By building capacity of our partners and coordinating a suite of interpretive activities, visitors will have safer, healthier, more enjoyable and informative experiences throughout the CALA.

Good interpretive planning will save money by:

- Reducing false starts and unnecessary project work;
- Organizing program management; and,
- Prioritizing interpretive services in order of need.

Good interpretive planning will help CALA and its partner sites improve resource and visitor management by:

- Identifying common goals, outcomes and principles that apply across the region;
- Establishing priorities;
- Identifying or clarifying our main stories and telling them more effectively;
- Identifying gaps in existing programming and products;
- Learning more about our existing audience(s) and seeking new audiences;
- Helping our audiences form strong connections to the place and its stories;
- Working more effectively with other sites, communities, partners or divisions; and,
- Leveraging marketing and communication efforts.

Good interpretive planning will help CALA and its partner sites bring in money by:

- Producing an attractive, well-researched and well-written document that can be used to generate support for CALA interpretation improvement, and by the Department of Interior and National Park Service to reauthorize the National Heritage Area with Congress;
- Producing an updated cohesive interpretative map of entire NHA;
- Demonstrating project or program development readiness, which is important for obtaining funding; and,
- Including planning to generate revenue via value-added interpretation and additional uses of partner sites (interpretive venues).

While overarching themes of the CALA include water for recreation, industry, natural resources, and agriculture; there are many sub-themes tied to underrepresented cultural perspectives. For example, Germans from Russia and Latinx communities played a large role in the region's sugar beet farming industry. And, bands of Northern Arapaho and other tribes have connections to the Poudre River corridor dating back centuries. These stories will be lifted up as part of the interpretive planning effort.

Finally, a goal in Colorado's health plan is to increase opportunities for physical activity and the CALA is a tremendous resource for people who want to improve their health and wellbeing. A goal of the Strategic Interpretive Plan is to create connections for visitors to follow throughout the National Heritage Area that invite them to walk, pedal, paddle, learn, observe, and enjoy. CALA is a literal resource for individuals and local health and wellness organizations to utilize for clients such as those recovering from a stroke. And, the PHA offers several platforms to engage people in wellness activities including: guided walks led by Heritage Culturalist Ambassadors; guided bike tours through the Pedaling the Poudre Program; and Play it Safe on the Poudre, a multi-partner river safety and sustainability initiative.

## **2. URGENCY (5 points)**

National Heritage Area designation follows a two-step process: completion of a feasibility study (rather than an application) and introduction of authorizing legislation in the U.S. Congress. The 1990 Feasibility Study for authorization of the CALA included a Resource Inventory that identified 78 resource assets of significant cultural, natural and historical value. In terms of resource management and future planning efforts, it is critical that this study be updated.

The northern Front Range, which covers Weld and Larimer counties, is forecast to gain 660,530 people by 2050, doubling its 2015 population of 617,401. The 107% surge will take our region's share of the state population from 11.3 percent to 15.1 percent. This population explosion creates pressures such as:

- Traffic/transportation
- Unaffordable housing
- Aging population
- Water shortages
- Starker divide between urban and rural

By 2021, CDOT will complete the I-25 bridge and trail underpass along the Poudre River Regional Trail. This will expand non-motorized commuting opportunities in the CALA and help alleviate the traffic/transportation challenge between Larimer and Weld Counties.

Good interpretation can also help address the topic of water. Water distribution and management provides the basis for the formation of the CALA, and there simply is not enough water in the West to sustain the kind of growth rates that are going on. It is more imperative than ever that we raise awareness and education about our water issues.

Also, more than 75% of the U.S. population lives in urban and suburban areas. People are becoming increasingly separated from the natural landscape and children are often more inclined to play indoors than go outside. We need to reverse the “Nature Deficit Disorder.”

And, minority groups represent an ever growing place in the population—we are becoming a minority majority nation. Interpretation must be both relevant to the experience of the audience and comprehensive, addressing whole “larger truths” rather than just a part of the story. A wide range of cultural perspectives form our rich Poudre River heritage. Presenting factual and appropriately balanced interpretation to represent the variety of cultures that make up our river corridor will help give our citizens a sense of place and continuity in a rapidly changing world.

Finally, advances in technology have changed the way Americans communicate, find community, learn and think. The work of conservation has changed as well. It is impossible to build walls around ecosystems and expect them to survive. The very existence of CALA depends on a community who values their collective natural and cultural heritage and wants to preserve it. Yet many fear society is becoming less civically engaged, less committed to community, shared values, and an understanding of the lessons of the past. Now is the time to take action.

### **3. CUMULATIVE IMPACTS (15 points)**

The modern Cache la Poudre River National Heritage Area is comprised of land devoted to agricultural, public, business, natural resource, and residential uses. This grant will enable a professional consultant, the core team, partners and stakeholders, to create a plan for cohesive branding, storytelling and visitor wayfinding through the 45 miles of the CALA. Our goal is to help our partner sites enhance the work they have done and elevate their sites and stories to the public in a consistent manner, while updating our blueprint for the future of the heritage area.

A Strategic Interpretive Plan will build off of the decades-long effort to fully connect trail sections under the Colorado Front Range/Poudre River Regional Trail Initiative. The Poudre River Regional Trail is a segment of the Colorado Front Range Trail spanning diagonally across the state’s northern region between Fort Collins and Greeley. The Trail offers 40+ miles of trail amenities for recreational users and non-motorized commuters from the eastern edge of the Roosevelt National Forest west of Fort Collins, all the way to the confluence with the South Platte River east of Greeley; and access to over 50 additional miles of local trail networks. Once the Poudre River Regional Trail is fully connected (via completion of the I-25 trail underpass, and 4.7 miles between Windsor and Timnath) the trail network and usage will expand greatly in the CALA and Poudre River corridor.

Through the Strategic Interpretive Plan, our goal is to facilitate planning for the 78 individual partner sites within CALA’s boundaries into a more cohesive whole. Interpretation will provide critical visitor management, directional signage, help visitors understand and value the CALA’s key stories or concepts, and support the nonprofit and educational partners throughout the National Heritage Area.

The cumulative impact of a developing a regional interpretive plan that ties to the Poudre River Regional Trail will be tremendous:

- Partner sites will build capacity;
- Visitor services, facilities and experiences will improve throughout the CALA;
- Access to a wide variety of environmental education opportunities will increase, including Colorado State University's Environmental Learning Center and the Poudre Environmental Learning Center near Greeley;
- Citizens in Larimer and Weld Counties will have a vital connection for recreational, learning and commuting purposes; and,
- Local natural areas will now be connected to schools, community recreation centers and neighborhoods to further encourage access and opportunities for outdoor recreation.

The three-year average total of visitors and tourists to the CALA region from 2014-2016 was 545,000 visitors. (The Economic Impact of National Heritage Areas: A Case Study Approach, Tripp Umbach, 2017). Given the explosive growth of the region, the numbers of residents and visitors impacted by, and using the National Heritage Area will dramatically increase in coming years.

#### **4. WILDLIFE & NATURAL RESOURCES (10 points)**

CALA encompasses 45-miles of the lower Cache la Poudre River which is situated in the Colorado Piedmont. There is a high level of animal diversity in this short-grass prairie or steppe vegetation zone. Birds include both non-migratory and migratory species which use the area on a seasonal basis as part of the Rocky Mountain migratory bird flyway. Important mammal species include: Pronghorn antelope, Mule deer, White-tail deer, Coyotes, Foxes, Badgers, Prairie dog, Jack rabbit, Cottontail rabbits, Thirteen-line ground squirrels, Pocket gophers, Kangaroo rats and Raccoons. Also Bald Eagles, Red Tail Hawks and Black footed ferrets

More than 13% of CALA's total acreage is categorized as natural resource land-use type. An additional 29% is categorized as public/quasi-public, much of which is devoted to open space conservation and recreation. Of the 78 sites categorized in CALA's original Resource Inventory, 39 are classified as "Nature & Recreation" (natural areas, parks, etc). Examples include: Arapaho Bend Natural Area, Cattail Chorus Natural Area, Cottonwood Hollow Natural Area, Horsetooth Mountain Open Space, McMurray Natural Area, Riverbend Ponds Natural Area, Kodak Watchable Wildlife Area, and River Bluffs Open Space.

CALA's variety of ecosystems – short-grass prairie, riparian corridor, wetlands, agricultural fields, and bluffs – create a diverse plant and animal habitat. Wildlife is a major interpretive theme for the National Heritage Area and can be used to stimulate interest, promote learning, guide visitors in appropriate behavior for sustainable tourism and encourage enjoyment and satisfaction. Quality interpretation can:

- Be a means of managing the interactions between wildlife and visitors. The educational element of interpretation is critical in providing visitors with information on how to behave in a minimal-impact fashion with regard to the wildlife with which they are seeking to interact, in explaining management strategies, and in supporting safety messages;
- Raise visitors' knowledge and awareness of wildlife and habitats and thus inspire pro-conservation attitudes and motivation to act on broader conservation issues; and,

- Enhance visitor satisfaction thereby contributing to the commercial viability of tourist operations (i.e. guided tours, bike rentals, visitor center bookstores).

## **5. COLLABORATION (15 points)**

National Heritage Areas are administered by the National Park Service, but differ from national parks in that they are not generally owned and managed by the federal government. National Heritage Areas are often comprised largely of public land and/or private lands, and are designated as areas that hold some significant level of historical or cultural importance at a national level, or have made some other contribution to our national heritage. The very foundation of a National Heritage Area is “collaboration,” and this is reflected in CALA’s Board of Directors which consists of members representing interests from:

- Weld and Larimer Counties
- City of Greeley
- City of Fort Collins
- Town of Windsor
- Town of Timnath
- Poudre Learning Center
- Northern Water Conservancy District
- Central Colorado Water Conservancy District
- Federal and State Agencies
- Business and Community Leaders

While the Strategic Interpretive Plan will be driven by the Poudre Heritage Alliance, implementation will be at the behest of individual sites and organizations within the region. Therefore, partner sites and organizations need to be involved in every stage of development and they need to feel they will benefit from development of a regional plan. Each geographic area and site within the plan must be properly and fairly represented.

Stakeholders in the process could include: National Park Service, partner sites, staff, user groups, volunteers, neighbors, government agencies, towns and municipalities, community decision-makers and local businesses. The local community, stakeholders and constituent groups can provide valuable input and feedback throughout the process of identifying past and present areas of interest, CALA’s significance, important themes and stories, desired visitor experiences, media choice, and new audiences. Including the community and constituent groups can also increase support for CALA, the plan and future projects.

Also, it is essential for the PHA to sustain strong local partnerships because a single or regional partner initiative can have a large impact on the National Heritage Area. For example, the City of Fort Collins is developing a new Whitewater Park in the Poudre River just north of Old Town. The Whitewater Park will bring the river back to a more natural state; help connect the river to downtown; provide safe access to the river; enhance recreational opportunities for kayakers, tubers and kids; and improve the river floodplain. Yet, the project also required removal of the Coy Diversion structure, which fed an irrigation ditch completed in 1865. The Coy family was granted water rights for farming in the early 1880s when Colorado established a new prior appropriation doctrine. The Coy Ditch and Diversion story is critical to the formation of the CALA. By serving as a partner on this project, the PHA was able to share both the Coy

structure's story and the broader story of the Heritage Area through interpretive markers, signage and a viewing area. Additionally, through the CALA website and its media archives, PHA is able to utilize technology to tell more of this important story than exists physically at the site.

Closely tied to the Whitewater Park redevelopment of the Poudre River District in downtown Fort Collins, the PHA's Heritage Trails Program connects the river, downtown, and adjacent partner/resource sites, and tells the CALA story through a coordinated family of interpretive signs, markers, viewing areas, digital technology, and web-based platforms. PHA is working with several partners on this project including: the City of Fort Collins, Art in Public Places, Downtown Development Authority, Germans from Russia and Latinx residents of Buckingham Neighborhood, El Centro Latinx community at CSU and New Belgium Company. The partners are collaborating on the design and implementation of a second physical/informational gateway at the intersection of Linden Street and the River that will integrate the river and community trails, interpretation and wayfinding signage, and public art installations.

It is these types of well-established public, private partnerships that will enable the PHA to successfully develop and implement the Strategic Interpretive Plan.

## **6. IMPLEMENTATION (15 points)**

Interpretation is part education, part inspiration, part entertainment. Through interpretation, the receptive person will see seemingly ordinary objects, events, and places come alive with meaning. A broader view of scenic, natural and historic landscapes will come to light, and one's place within them will be better understood. It is the mission of the PHA to convey messages that initially will help visitors value their experience, and that ultimately will foster a conservation ethic and promote a dedicated National Heritage Area constituency.

The PHA has outlined the following set of interpretive objectives:

1. Establish a consistent, framework for the interpretation of the CALA's resources and national significance.
2. Develop interpretive content that will raise awareness of and reflection on the importance of the river and its development and use from pre-settlement through modern times.
  - a. Water development and the establishment of water law within Colorado's Cache la Poudre River Basin influenced how the arid West manages, distributes and conserves one of its most precious resources. Within this "water framework" flow endless possibilities for interpretive themes that can touch upon both man and nature.
3. Create a forum for the continued research, discussion and celebration of the Cache la Poudre River and water-related resources and issues.
4. Inspire interest, cooperation and commitment among existing and potential partners to implement interpretive programming, media and activities. (PHA uses a portion of its Federal funding to match partner funds for much of this work).
5. Inspire and create development of fun, memorable and compelling visitor experiences along the river corridor.
  - a. As part of its Heritage Trails Program, the PHA hired a design consultant to develop a coordinated family of interpretive signs and markers that can be utilized throughout the Cache la Poudre River Heritage Area. Overarching themes include: water for recreation, industry, natural resources, and agriculture.

- b. Iconography - The river's water will be represented by a "droplet" icon, and the droplet will be overlaid with images representing each of the overarching themes. These graphics will be incorporated in to each interpretive feature and are intended to be quickly recognized.
- 6. Expand visitation and heritage tourism in the Larimer and Weld County region of northern Colorado

As a management tool, interpretation can effectively communicate safety and regulatory information, responsible recreation, and conservation messaging. Interpretation enhances the visitors' recreation experience and connects them to the site's cultural and natural stories. Offering interpretive recreation programs and facilities such as viewing areas and waysides can inspire people to try new activities and attract new visitors to the CALA.

The consultant and core team will collaboratively develop the draft *Strategic Interpretive Plan*. Examples of what could be included in the plan:

1. Introduction
  - a. CALA Overview
  - b. Plan Purpose
  - c. Planning Process
  - d. CALA Planning History (existing relevant documents)
2. Planning Foundation
  - a. CALA Resources (cultural, natural and/or recreational resources of significance)
  - b. Land ownership of partner sites
  - c. Existing Interpretation
  - d. Local & Regional Influences
  - e. Visitation & Visitor Use
  - f. Suitable locations (e.g., outdoor settings, facilities) for accessible interpretive activities (partner capacity and readiness).
  - g. Existing partner initiatives that present opportunities or challenges
3. Summary of Analysis (key challenges and solutions)
4. Interpretive Direction
  - a. Mission, Purpose and Vision Statements
  - b. Interpretive Goals and Guidelines
  - c. Interpretive Themes and Periods
  - d. Educational Frameworks & Standards
  - e. Methods and media for conveying the interpretation.
5. Recommendations
  - a. Goals, Objectives, Strategies
  - b. Suggested Phasing
6. Evaluation

## **7. PUBLIC COMMENT & INVOLVEMENT (10 points)**

Initial project partners will include: City of Fort Collins, Town of Timnath, Town of Windsor, City of Greeley, Larimer County, Weld County, and perhaps Bellevue and Laporte. Most of these partners are represented on the Poudre Heritage Alliance Board of Directors, and partner with the PHA on numerous regional initiatives such as: Fort Collins Whitewater Park, Heritage



Trails Program, Poudre River Regional Trail, Play it Safe on the Poudre, Learning in our Watershed, Pedaling the Poudre, and more.

Because connections to the Poudre River are wide ranging and deeply emotional, we expect that a variety of stakeholders and partners will want to participate in the development of the Strategic Interpretive Plan. We will identify and consult with groups whose cultural systems or ways of life have an association with the CALA. These cultural constituency groups may include community businesses, CALA neighbors, ethnic or occupational communities (i.e. mining, ranching, logging), long-term recreational users, those associated with specific historical events or activities that occurred in CALA, and former residents or descendants who retain an affinity or personal connection to CALA.

1. For regional perspectives target stakeholder groups might include: the major program partners, the National Park Service, Visit Fort Collins, Visit Greeley, Poudre River Trail Corridor, Colorado Parks and Wildlife, Department of Natural Resources, etc.
2. For interpretive content perspectives target stakeholder groups will include the 78 partner sites. Additional stakeholders could include: Colorado State University, University of Northern Colorado, the PHA's Heritage Culturalist Volunteers, museums, Colorado Parks and Wildlife and Departments of Natural Resources, etc.
3. For potential user group perspectives target stakeholder groups might include: Larimer and Weld County schools; nonprofit organizations; local businesses; recreation clubs; birding and wildlife clubs; water agencies; agricultural industry; brewing industry; etc.
4. For underrepresented community group perspectives target stakeholders might include: Native American tribes such as the Northern Arapaho and Northern Cheyenne; El Centro Latinx Center at CSU, Germans from Russia and Latinx living in Tres Colonias neighborhoods in Fort Collins; Union Colony representatives in Greeley; Japanese once housed in WWII internment camps; Rocky Mountain Railroad Club; etc.

Opportunities for involving stakeholders can include:

- Providing input on their needs, preferences and ideas for CALA interpretation and education;
- Serving on the Planning Team;
- Identifying information related to park resources and park visitors;
- Assisting with the assessment of existing conditions, issues and opportunities; and,
- Reviewing drafts of the plan.

Methods for involving the public in the planning process can include: meetings, workshops, focus groups, organizational meetings, online surveys, informal conversations.

## **8. PLANNING PROCESS & OUTCOME (10 points)**

**The tangible products that will result from this planning project are an updated *Resource Inventory with Maps*, and a *Strategic Interpretive Plan* for the Cache la Poudre River National Heritage Area.**

**The strategy for monitoring and evaluation is as follows:**

Objective 1: Update CALA's 1990 Feasibility Study and Resource Inventory

1. Review status of originally identified resource assets (partner sites such as Frank State Wildlife Area, Kodak Watchable Wildlife Area, etc.)
2. Identify any new resource assets (partner sites such as the Poudre River Whitewater Park)
3. Determine managing entities of resources (partner sites identification of partnership potential)
4. What interpretive services, facilities, programs exist?

Objective 2: Determine what will make our project successful.

1. Front-end evaluation –
  - a. Purpose of evaluation
    - i. Funding requirement
    - ii. Evaluating the planning process
  - b. Goals and objectives that will be used to judge success
  - c. Who will be the evaluator
    - i. PHA staff and board
  - d. Evaluation methods that will be used
    - i. Qualitative and quantitative
  - e. When evaluation will be done
    - i. Based on funding requirements
    - ii. Upon completion of the plan
  - f. How results will be used
    - i. Satisfy funder reporting requirements
    - ii. Solicit funding for developing interpretive services/facilities at partner sites
    - iii. Publicize the project
    - iv. Inform future planning efforts

Objective 3: Determine if we are on the right track

1. Formative evaluation –
  - a. NPS review of draft strategic interpretive plan
  - b. Focus groups with partners and stakeholders. Example of how this could be helpful is working with a partner site to host a focus group on potential interpretive themes for their site. Then develop a survey to share with the partner site's constituents about the potential themes to determine which one(s) are of most interest.

Objective 4: Inform Future Planning Efforts

1. Summative or Periodic Evaluation
  - a. Determine if development of the *Strategic Interpretive Plan* is successful
    - i. Peer Review - solicit input from staff, partners, stakeholders, interested constituents, NPS Interpretation and Education staff
  - b. Inform National Park Service (supervisors)
2. Develop Strategic Interpretive Action Plan

**Exhibit B**  
**Budget Form - Project Name:** PHA Planning Grant - Strategic Interpretive Plan

SOURCE OF FUNDS	Date Secured				CPW Trails Grant Request [A]	Total Project Match [B]	Total Funding (\$) [C]	
<b>CASH</b>								
CPW Trail Funds (CtB grant)	TBD				\$96,665.50		\$96,665.50	
Downtown Development Authority	7/23/2019					\$5,500.00	\$5,500.00	
Poudre Heritage Alliance (Fed funds)	10/1/2019					\$10,000.00	\$10,000.00	
<b>IN-KIND</b>								
Contract Grant Writer	6/25/2019					\$1,950.00	\$1,950.00	
PHA Board Review of Plans	10/1/2019					\$6,552.00	\$6,552.00	
National Park Service	10/1/2019					\$1,170.00	\$1,170.00	
City-Municipal Agencies	10/1/2019					\$1,400.00	\$1,400.00	
County Agencies	10/1/2019					\$1,520.00	\$1,520.00	
Other Agencies (i.e. Poudre Trail Board)	10/1/2019					\$2,320.00	\$2,320.00	
<b>TOTAL SOURCES OF FUNDS</b>					<b>\$96,665.50</b>	<b>\$30,412.00</b>	<b>\$127,077.50</b>	
<b>[CASH] Description of Work</b>	<b>Qty</b>	<b>Unit</b>	<b>Unit Price</b>	<b>Total (B*D)</b>	<b>CPW Funds</b>	<b>Total Project Match (\$)</b>	<b>Total Funding (\$)</b>	<b>Balance (should be 0)</b>
<b>CATEGORY 1-Contracted Services</b> Identify as: Youth Corps, Engineering, Contractor, etc.								
Contractor: Design & Planning: Principal Labor	174.5	hrs	\$ 155.00	\$ 27,047.50	\$27,047.50		\$27,047.50	\$0.00
Contractor: Design & Planning: Project Manager Labor	272.5	hrs	\$ 120.00	\$ 32,700.00	\$29,000.00	\$3,700.00	\$32,700.00	\$0.00
Contractor: Landscape Architect Labor	186	hrs	\$ 100.00	\$ 18,600.00	\$14,000.00	\$4,600.00	\$18,600.00	\$0.00
Public Outreach Sessions (story boards, maps, heritage area resources, partner sites, etc.)	2	ea	\$ 1,200.00	\$ 2,400.00	\$2,400.00		\$2,400.00	\$0.00
Web Design - build dedicated Interpretive Plan section on existing PHA website	40	hrs	\$ 60.00	\$ 2,400.00	\$2,400.00		\$2,400.00	\$0.00
Contractor: Graphic/Sign Design: Develop, refine Interpretive Sign Guidelines/Designs	60	hrs	\$ 40.00	\$ 2,400.00		\$2,400.00	\$2,400.00	\$0.00
<b>Category 2 - Salary/Wages</b>								
PHA Director	80	hrs	\$ 60.00	\$ 4,800.00		\$4,800.00	\$4,800.00	\$0.00
PHA Project Manager	140	hrs	\$ 29.00	\$ 4,060.00	\$4,060.00		\$4,060.00	\$0.00
PHA Communications Coordinator (public outreach, updates, graphic design, social media)	160	hrs	\$ 30.00	\$ 4,800.00	\$4,800.00		\$4,800.00	\$0.00
<b>CATEGORY 3-Materials/Supplies</b> Identify as: Signs, crusherfines, native seed, weed barrier, etc.								
Public Outreach Events - public presentation print announcements	16	ea	\$ 70.00	\$ 1,120.00	\$1,120.00		\$1,120.00	\$0.00
Public Outreach Events - social media ad boost	16	ea	\$ 15.00	\$ 240.00	\$240.00		\$240.00	\$0.00
Public Outreach Events - invitations, mailing	250	ea	\$ 1.34	\$ 335.00	\$335.00		\$335.00	\$0.00
Public Outreach Events - presentation hand-outs (maps, plan drafts, background materials, etc.)	16	ea	\$ 35.00	\$ 560.00	\$560.00		\$560.00	\$0.00
Print Final Strategic Interpretive Plan	15	ea	\$ 58.00	\$ 870.00	\$870.00		\$870.00	\$0.00
<b>Additional Categories</b>								
PHA Grant Administration (5% of CtB grant request) Standard fee to cover costs of record keeping, accounting, and reporting as relates to this grant.	1	unit	\$ 4,833.00	\$ 4,833.00	\$4,833.00		\$4,833.00	\$0.00
Contingency (5% of grant total)	1	unit	\$ 5,000.00	\$ 5,000.00	\$5,000.00		\$5,000.00	\$0.00
<b>USE OF FUNDS - CASH SUBTOTAL</b>					<b>\$96,665.50</b>	<b>\$15,500.00</b>	<b>\$112,165.50</b>	
<b>[IN-KIND] Description of Work</b>	<b>Qty</b>	<b>Unit</b>	<b>Unit Price</b>	<b>Total (B*D)</b>			<b>Total Funding (\$)</b>	<b>Balance (should be 0)</b>
<b>Category 1 - Contracted Services</b>								
Contractor: Grant Writer	65	hrs	\$ 30.00	\$ 1,950.00		\$1,950.00	\$1,950.00	\$0.00
<b>Additional Categories - Program Partner Professional Staff Labor</b>								
PHA Board - six 2-hour reviews of Tasks/Plans	168	hrs	\$ 39.00	\$ 6,552.00		\$6,552.00	\$6,552.00	\$0.00
National Park Service Interp Plan Review	30	hrs	\$ 39.00	\$ 1,170.00		\$1,170.00	\$1,170.00	\$0.00
Municipal Agencies - planning, outreach, reviews	40	hrs	\$ 35.00	\$ 1,400.00		\$1,400.00	\$1,400.00	\$0.00
County Agencies - planning, outreach, reviews	40	hrs	\$ 38.00	\$ 1,520.00		\$1,520.00	\$1,520.00	\$0.00
Other Agencies - planning, outreach, reviews	80	hrs	\$ 29.00	\$ 2,320.00		\$2,320.00	\$2,320.00	\$0.00
<b>IN-KIND SUBTOTAL</b>						<b>\$14,912.00</b>	<b>\$14,912.00</b>	
<b>TOTAL PROJECT COST</b>					<b>\$96,665.50</b>	<b>\$30,412.00</b>	<b>\$127,077.50</b>	

30% REQUIRED MATCH						\$28,999.65		
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# Cache La Poudre

## River National Heritage Area



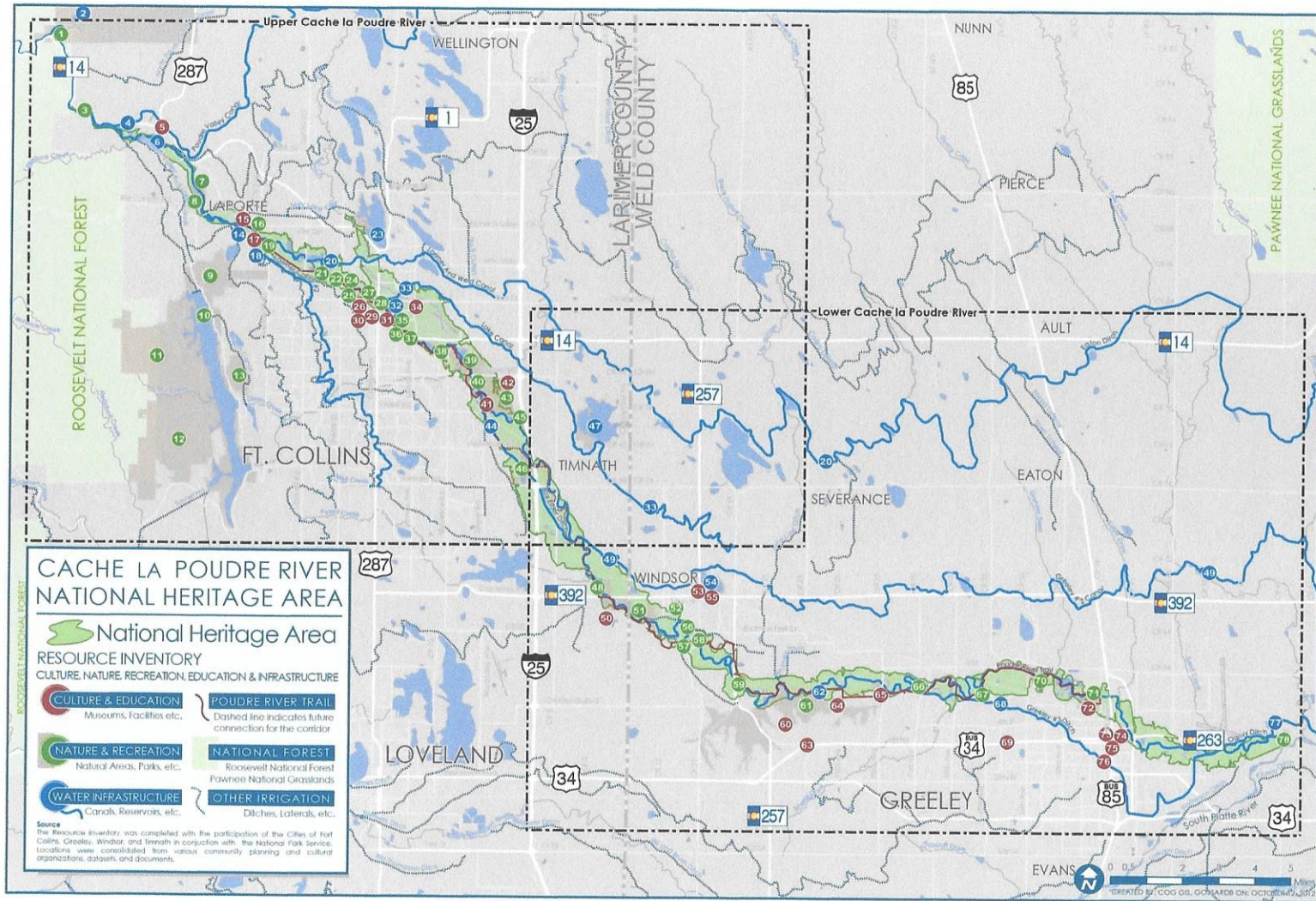
### Legend

- Cache la Poudre River
- Poudre River Trail
- Heritage Area Boundary
- Point of Interest
- Trailhead
- National Forest Boundary
- Ditches
- Parks
- Other Public Lands

**NORTH**

1 0 1 2 3 4  
Approximate miles

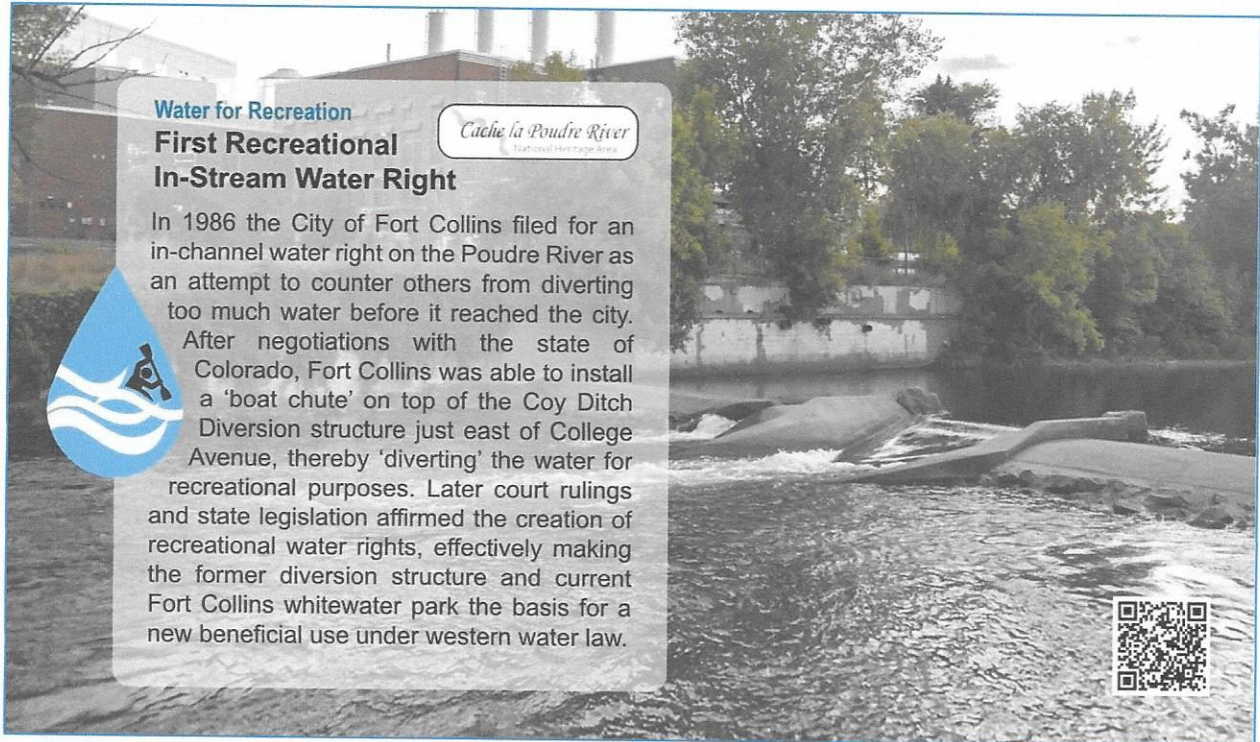
1 0 1 2 3 4 5 6 7  
Approximate kilometers



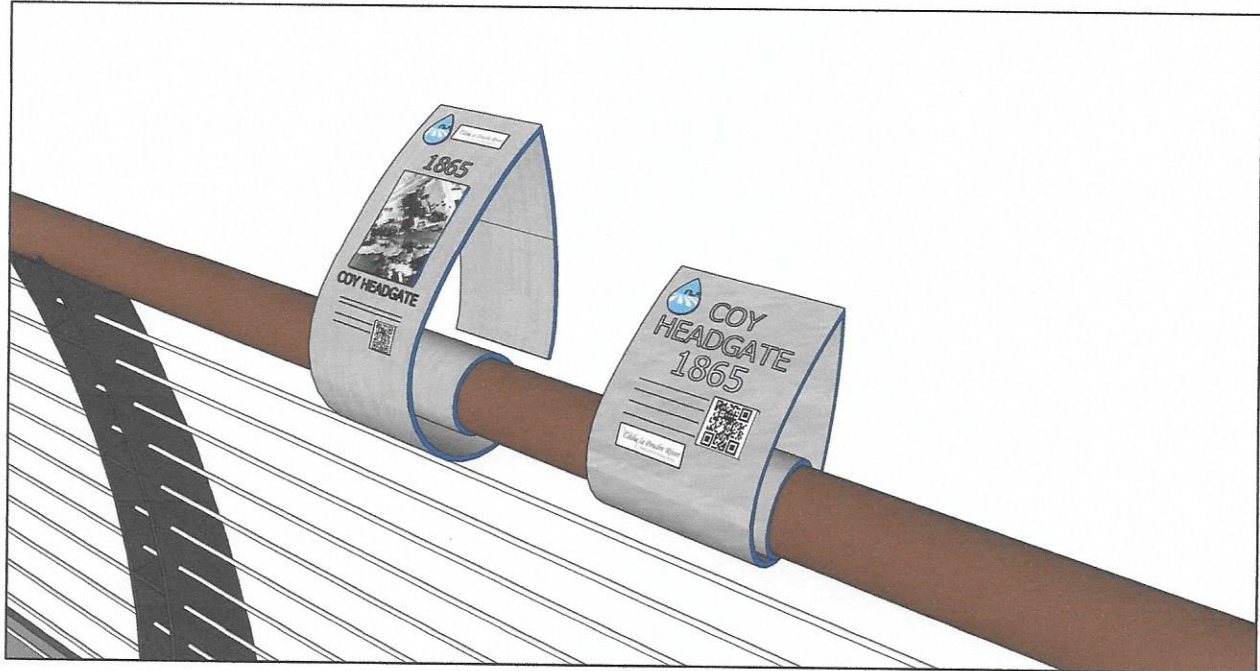
CACHE LA POUFRE RIVER NATIONAL HERITAGE AREA

## CALA – Sample new interpretive sign designs

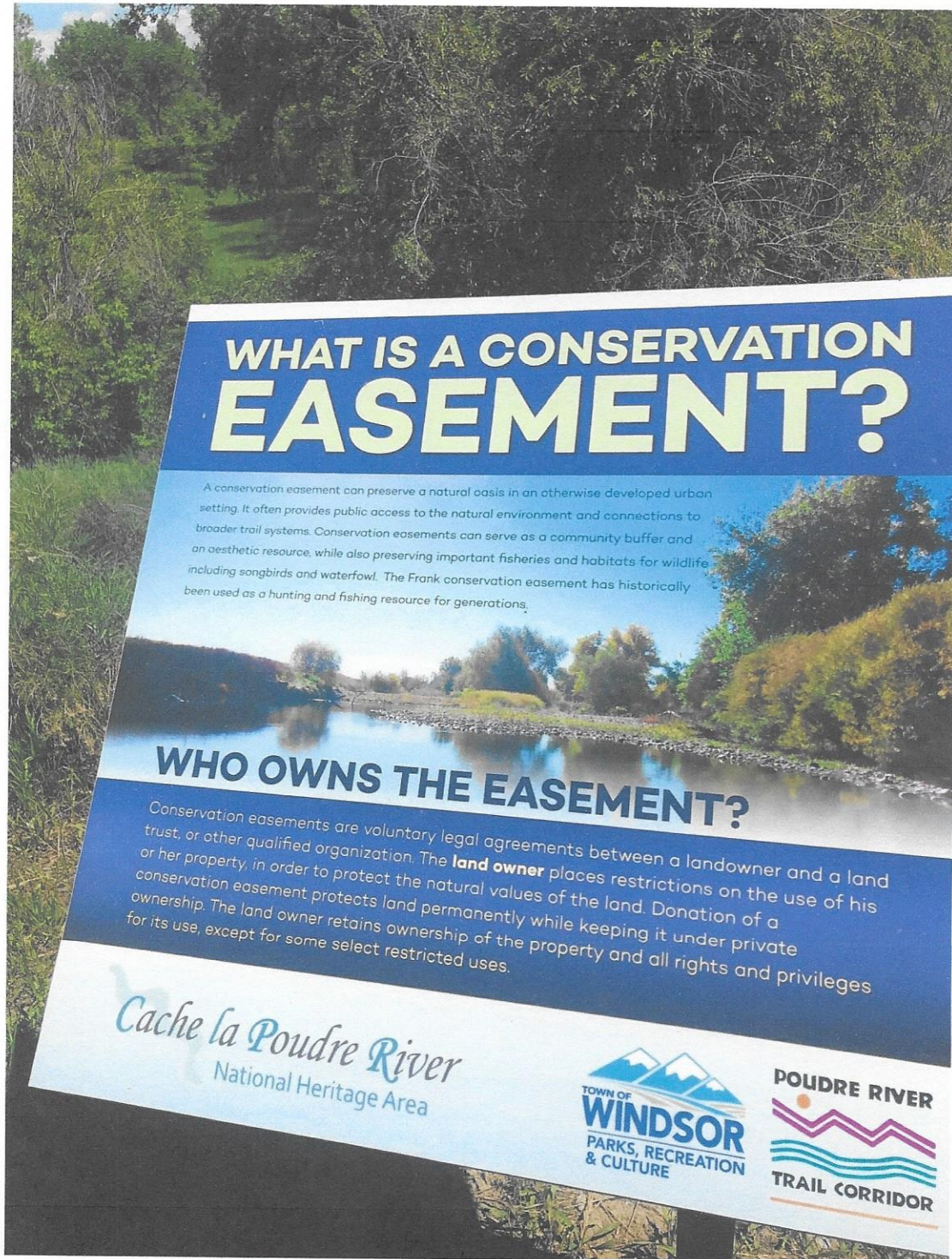
### Wayside Sign Design



### Handrail Sign Design



Existing Wayside Sign in CALA near Town of Windsor



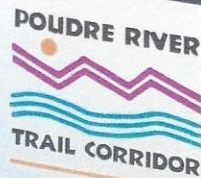
# WHAT IS A CONSERVATION EASEMENT?

A conservation easement can preserve a natural oasis in an otherwise developed urban setting. It often provides public access to the natural environment and connections to broader trail systems. Conservation easements can serve as a community buffer and an aesthetic resource, while also preserving important fisheries and habitats for wildlife including songbirds and waterfowl. The Frank conservation easement has historically been used as a hunting and fishing resource for generations.

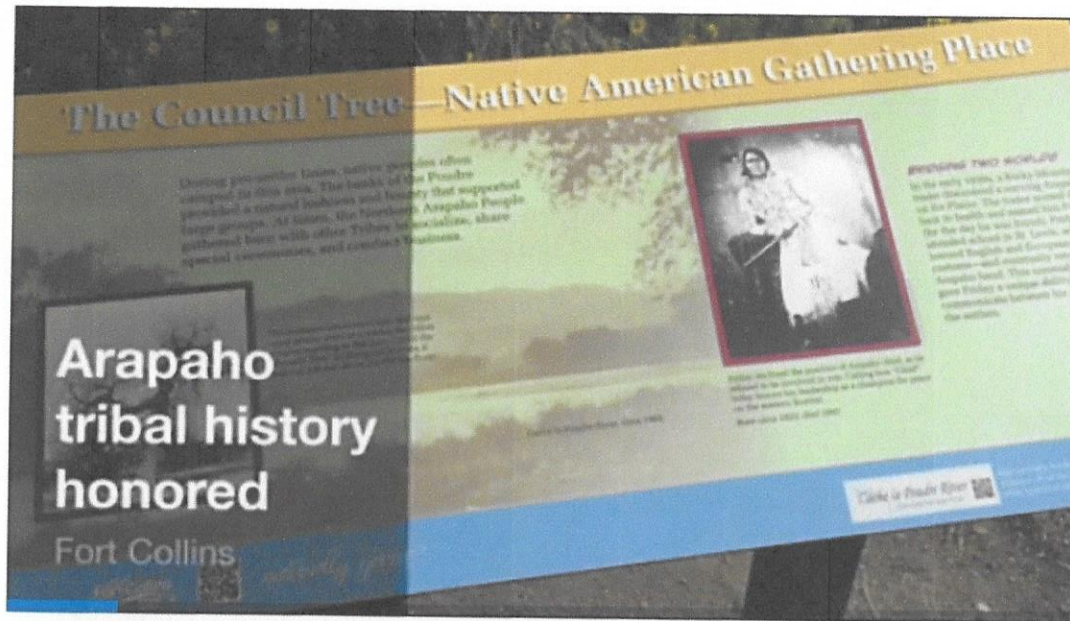
## WHO OWNS THE EASEMENT?

Conservation easements are voluntary legal agreements between a landowner and a land trust, or other qualified organization. The **land owner** places restrictions on the use of his or her property, in order to protect the natural values of the land. Donation of a conservation easement protects land permanently while keeping it under private ownership. The land owner retains ownership of the property and all rights and privileges for its use, except for some select restricted uses.

*Cache la Poudre River*  
National Heritage Area







Sample  
CALA  
wayside  
sharing  
story of  
Northern  
Arapaho  
Council  
Tree



An interpretive sign is added to Arapaho Bend Natural Area Kevin Duggan



Dr. Sharon Bywater-Reyes & Dr. Chelsie L. Romulo  
Directors, UNC Earth & Environmental Network  
University of Northern Colorado  
501 20th St. Greeley, CO 80639  
Phone: 970.351.1086 | 970.351.1565  
Email: Sharon.Bywaterreyes@unco.edu | Chelsie.Romulo@unco.edu

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Colorado Parks & Wildlife

Date: 12 July 2019

RE: Cache la Poudre River National Heritage Area Strategic Interpretive Plan

Dear CPW,

We are writing on behalf of the University of Northern Colorado Earth and Environmental Network (UNCEEN) in support of the Poudre Heritage Alliance (PHA) proposed Strategic Interpretive Plan for the Cache la Poudre River National Heritage Area.

As engaged members of Northern Colorado and the Greeley Community, faculty, students, and staff in UNCEEN have a vested interest in the health and welfare of our human and natural environment. The proposed development of a Strategic Interpretive Plan directly benefits the environment of Northern Colorado through proactive administration of activities to maintain and improve our Natural Heritage Area. This planning also contributes to local understanding and management of water as a critical resource in Colorado.

Part of our university strategic planning are nine core plans that highlight our university commitment to different tasking areas. One of those plans is [a sustainability plan](#) that includes conservation measures as well as partnerships for education and learning. Currently we have 3 faculty serving in ex-Officio positions on the board of the Poudre Heritage Alliance and are engaging with PHA as a Community Partner for our project-based courses - including topics such as hydrology, adaptive management, environmental impact assessment, and our capstone projects courses. During these courses students propose projects, develop materials, write technical reports and grant proposals, and conduct scientific studies for our Community Partners. Providing PHA with support to develop a Strategic Interpretive Plan would afford expanded opportunities for experiential learning to many UNC students. Cohesive branding, storytelling, and visitor wayfinding will provide improved field engagement for our field courses and

improved engaged across more curriculum topics. We also plan to engage with PHA in support of the feasibility study aspect of the proposed Strategic Interpretive Plan.

We strongly support the distribution of Colorado the Beautiful funding for the proposed development of a Strategic Interpretive Plan for feasibility assessment of historical, cultural, and natural resources as well as for use as an educational resource. Please feel free to reach out if you have any questions.

Sincerely,

Sharon Bywater-Reyes  
Department of Earth & Atmospheric Sciences  
University of Northern Colorado  
501 20th St. Greeley, CO 80639  
Phone: 970.351.1086 | Email: Sharon.Bywaterreyes@unco.edu

Chelsie L. Romulo  
Department of Geography, GIS, & Sustainability  
University of Northern Colorado  
501 20th St. Greeley, CO 80639  
Phone: 970.351.1565 | Email: Chelsie.Romulo@unco.edu

## LARIMER COUNTY | NATURAL RESOURCES

1800 S. County Road 31, Loveland, CO 80537, (970) 619-4570, [larimer.org/naturalresources](http://larimer.org/naturalresources)

July 30, 2019

Mr. Fletcher Jacobs  
State Trails Program Manager  
Colorado Parks and Wildlife  
State Trails Program  
13787 US Hwy 85 North  
Littleton, CO 80125

Dear Mr. Jacobs:

On behalf of the Larimer County Department of Natural Resources, I am writing to convey strong support for the planning grant being requested by The Poudre Heritage Alliance to develop a Strategic Interpretive Plan for Cache la Poudre River National Heritage Area. Funding for this comprehensive plan will be used to identify the wayfinding and common themes throughout the region. The collective information gathered will be used to ensure an integrated visitor experience.

The Poudre River corridor is a high priority for Larimer County's Department of Natural Resources. In fact, Larimer County in partnership with the City of Fort Collins, the Town of Timnath, and the Town of Windsor are working diligently to complete the remaining trail gaps along the Poudre River Regional Trail between Fort Collins and Windsor, for a fully connected 45-mile trail corridor by 2022. This planning document serves as a critical resource for the Cache la Poudre River and its immediate surroundings to ensure the historical, cultural, and natural resources elements are communicated to the public at-large.

The completion of this important regional interpretive planning document by the Poudre Heritage Alliance will benefit the citizens and visitors to Larimer and Weld counties for many generations. Therefore, I strongly encourage Colorado Parks and Wildlife to fund this critically important planning document.

Sincerely,



Daylan Figgs

Director

Larimer County Department of Natural Resources





**1100 10<sup>th</sup> Street, Suite 202**  
**Greeley, CO 80631**  
[www.poudretrail.org](http://www.poudretrail.org)  
**Phone: 970-336-4044**

**Board Members:**

*Mike Ketterling, Weld Co.*

*Barry Wilson, Windsor*

*Bill Hertneky, Windsor*

*Phil Neville, Windsor*

*Dale Hall, Weld Co.*

*Julie Cozad, Weld Co.*

*Tom Grant, Greeley*

*Fred Otis, Greeley*

July 31, 2019

Fletcher Jacobs  
State Trails Program Manager  
Colorado Parks and Wildlife  
State Trails Program  
13787 US Hwy 85 North  
Littleton, CO 80125

RE: Colorado the Beautiful 2019 Planning Grant

Dear Mr. Jacobs:

The Poudre River Trail Corridor, Inc. is writing this letter in support of the Poudre Heritage Alliance's grant request. The PRTC has benefited from our close alliance with the PHA by providing community members with more than just a trail, but to a historically rich river corridor to explore and appreciate.

The Cache la Poudre National Heritage area earned its designation because of the importance the river corridor has played in the history of our communities. We look to the Poudre Heritage to preserve and share this history with thousands of residents in Northern Colorado.

When we share the story of the construction of the Poudre Trail in Weld County we start with how the Cache la Poudre River has shaped our landscape and our history. We share the importance of community partnerships and the desire of members of our community to participate in healthy outdoor activities. We can manage the trail, but we look to the Poudre Heritage Alliance to promote the historical and cultural opportunities, engage people in the river corridor and inspire learning, preservation, and stewardship. We are hopeful your organization will help support this important mission.

Sincerely,

Robert Hinderaker  
Poudre Trail Manager  
970-336-4044

**PRTC, Inc. is a non-profit 501(c)(3) organization.**



dda

DOWNTOWN  
DEVELOPMENT  
AUTHORITY

July 25, 2019

Fletcher Jacobs  
State Trails Program Manager  
Colorado Parks and Wildlife  
State Trails Program  
13787 US Hwy 85 North  
Littleton, CO 80125

Dear Mr. Jacobs:

The Fort Collins Downtown Development Authority (DDA) is pleased to endorse the Poudre Heritage Alliance (PHA) application for the *Colorado the Beautiful* 2019 planning grant through the Colorado Parks and Wildlife State Trails Program. The Cache la Poudre River flows through the DDA boundary and is an integral part of the economic and recreational vitality of downtown, drawing visitors from across Colorado.

We are proud to have the Cache la Poudre River National Heritage Area as part of downtown Fort Collins. The DDA and PHA began a partnership in 2017 to create opportunities that educate the public on the rich history of the Heritage Area. The DDA provided \$20,000 to PHA and other partners and we are excited that the inaugural interpretive signs and viewing area will be enjoyed by visitors when the Fort Collins Whitewater Park has its grand opening this fall. The DDA Board of Directors has committed an additional \$55,000 and plans continued collaboration with PHA for a second interpretive site along the river.

Success of the *Colorado the Beautiful* initiative is strengthened by community partnerships and PHA's role is to coordinate directly with stakeholders in multiple communities along the National Heritage Area. Through this grant, PHA plans to use the funds to develop a comprehensive *Strategic Interpretive Plan*, which will allow them to identify common goals, outcomes and principles that apply across the region so that the 45 miles of Heritage Area can be a seamlessly integrated experience for visitors.

The Downtown Development Authority gives our full support and commitment to the efforts of the Poudre Heritage Alliance. Through this grant, PHA will be able to continue the vision of the *Colorado the Beautiful* initiative by enhancing outdoor resources, allowing all Coloradoans to enjoy and appreciate the significance of the National Heritage Area, and I strongly encourage Colorado Parks and Wildlife to join this partnership!

Sincerely,

Matt Robenalt  
Executive Director



## United States Department of the Interior

NATIONAL PARK SERVICE  
IMDE-OCR  
PO Box 25287  
Denver, Colorado 80225-0287



July 26, 2019

Fletcher Jacobs  
State Trails Program Manager  
Colorado Parks and Wildlife  
State Trails Program  
13787 US Hwy 85 North  
Littleton, CO 80125

Dear Mr. Jacobs,

On behalf of the National Park Service (NPS) National Heritage Areas Program, I would like to express my utmost support for Poudre Heritage Alliance (PHA)/Cache la Poudre River National Heritage Area's (CALA) grant proposal to the Colorado the Beautiful Grant Program.

The NPS provides direct technical assistance and support to all 55 NHAs in a unique partnership that stimulates local heritage tourism, conservation, and economic development. National Heritage Areas are crucial partners in organizing community-oriented conservation and recreation projects across the country; reconnecting local citizens to the outdoors through the promotion of local trails and open spaces. The PHA has provided exceptional recreational experiences along the Cache la Poudre River, long sustained and derived from a robust community partnership network. The PHA's proposal to develop a strategic interpretive plan achieves a much needed planning effort for the trails along the river. The project also takes into consideration the need for a cohesive strategy to improve visitor experiences along the river in a single overarching plan that integrates public and partner engagement. Interpretive plans are critical tools for effective management of visitor experiences and have long been utilized by the National Park Service. PHA's proven track record for implementing cooperative projects demonstrates their ability to thoughtfully tackle and manage a project of this scope.

In addition, this project has a higher level of public benefit as the heritage area encompasses a region that is nationally important and congressionally designated for its history of water law and water management in the West. As the central federal agency responsible for maintaining a public-private partnership with heritage areas, the National Park Service commits interpretive expertise to the PHA for this project.

I appreciate your consideration of their grant request and look forward to your continued support of our National Heritage Areas within Colorado.

Sincerely,

Alexandra "Alex" Hernandez  
Regional Coordinator, Intermountain Regional Office  
National Heritage Areas Program