

# Request for Proposal

## Strategic Interpretive Plan

*Cache la Poudre River National Heritage Area*



## **Request for Proposal: Strategic Interpretive Plan – Cache la Poudre River National Heritage Area (CALA)**



### **Purpose:**

The Poudre Heritage Alliance (PHA), a 501(c)3 nonprofit, seeks proposals for a Strategic Interpretive Plan. Consultant will work with PHA, our partners, and stakeholders to develop a Strategic Plan to help CALA become more accessible to the public, provide visitors with a seamlessly integrated experience, and build partner capacity.

### **Summary:**

The Cache la Poudre River National Heritage Area (CALA) encompasses a 45-mile stretch of the Poudre River, flowing across the foothills and plains of northern Colorado from the border of the Arapahoe-Roosevelt National Forest northwest of Fort Collins, to the 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.

### **Mission Statement:**

The Poudre Heritage Alliance 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.

## **Background:**

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.

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, migrant songbirds and waterfowl 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.

## **Project Goals:**

- 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 underappreciated cultures
- Include the overarching themes of water for: recreation, industry, nature, history, education and agriculture

## **Scope of Work and Deliverables:**

- **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 virtual strategy for engaging the public, and residents identify the resources and stories that are important to them. Open houses will reach out to 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. Determine how these themes can integrate with Heritage Trail Iconography
- **Task 4 - Preliminary Strategic Interpretive Plan:** Consultant and core team outline goals, process and (virtual?) public outreach process, partner site themes and subthemes, partner site capacity, generate new Resource Inventory Map with GIS and graphics, consider programming and media options, prepare guideline, identify priorities and funding opportunities, and create an evaluation plan.
- **Task 5 - Public Outreach (Round 2):** Second round of (potentially virtual) public outreach to solicit partner and stakeholders review and comments on the Preliminary Implementation Plan.
- **Task 6 - Finalize Strategic Interpretive Plan:** Finalize GIS mapping, narrative and graphics. Prepare and format final report. Present to County, City and Town Councils.

### Core Team Members:

- Poudre Heritage Alliance Staff
- Colorado Parks and Wildlife
- National Park Service (GIS mapping)
- Rivers Trails and Conservation Assistance - National Park Service Detailee (public outreach and interpretation assistance)
- PHA Board of Directors, composed of representative from:
  - Larimer & Weld Counties
  - City of Fort Collins
  - City of Greeley
  - Town of Timnath
  - Town of Windsor
  - Poudre Learning Center
  - Poudre River Trust
  - Institutions of Higher Education (i.e. Colorado State University)
  - Rocky Mountain National Park
  - Private Business
- Heritage Culturalists Volunteers (Resource and Inventory research assistance)

## **Stakeholders:**

- Colorado Parks and Wildlife
- National Park Service
- Larimer County
- Weld County
- Town of Laporte
- Town of Bellevue
- Town of Timnath
- Town of Windsor
- City of Fort Collins
- City of Greeley
- Other Agencies (i.e. Poudre Trail Board, FC Downtown Development Authority)
- Northern Colorado Community members

## **Budget:**

Total Budget for Consultant portion of this project is \$70,000.

## **Qualifications:**

- Qualified Bidders must have 3-5 years of experience developing strategic, interpretive, and/or master plans that include:
  - identifying, past, present and future assets of the area,
  - interpretative experiences and potential sites,
  - recreational and natural system opportunities,
  - thematic development, and
  - future opportunities of similar nature to this project
- Qualified Bidders must have 1-3 years of experience with virtual outreach efforts, collecting community input through virtual methods and virtual communications on a regional basis.
- Experience working with and for the Northern Colorado Community, City and County Agencies is considered a plus but not required
- Experience working with GIS mapping, historic and cultural assets is considered a plus but not required
- A summary of capabilities and experience must accompany the proposal, along with a list of references related to such experience and a summary of qualifications for key staff to be assigned to the project

**Contract:**

The contract will be a firm fixed price.

**Submitting Proposals**

Proposals should address:

1. Strategic Interpretative Plan Process, Content and Products
2. Project Management Team Experience, Qualifications and References (may submit electronic samples of work and/or provide access/addresses to websites)
3. Price for Completion of Scope of Work and Products
4. Familiarity with the Northern Colorado Community and Partners

Please submit proposals electronically in pdf format to Megan Maiolo-Heath, PHA Communications Coordinator, at [Communications@poudreheritage.org](mailto:Communications@poudreheritage.org)

**Proposals are due no later than 5:00 pm on Thursday, May14<sup>th</sup> , 2020.**

**Questions:** Contact Kathleen Benedict, PHA Executive Director, at 970-222-5795 or email [kbenedict@poudreheritage.org](mailto:kbenedict@poudreheritage.org).

**Online Resources:**

[www.poudreheritage.org](http://www.poudreheritage.org)

[Draft Timeline of the Project](#)

[1990 Feasibility Study & Resource Inventory](#)

[2013 Management Plan](#)