



# NoCo Places

## Report

### Q1 2024

## About NoCo Places

Eight county, state, and federal public land agencies from north-central Colorado are actively collaborating to address the challenges the mountains and foothills in this region are facing from high visitation and a growing population. We are committed to sustainable solutions, equitable actions, and beneficial land management practices for the long-term conservation of Colorado's public lands and the quality of the visitor experience.



Larimer County

## The Challenge

Visitation to our mountains and foothills has skyrocketed in recent years, causing congestion on the trails, impacts to wildlife and the environment, and putting at risk what makes Colorado a special place.

Leaders from Boulder, Clear Creek, Gilpin, Jefferson, and Larimer Counties; Colorado Parks and Wildlife; the US Forest Service Arapaho and Roosevelt National Forests; and Rocky Mountain National Park are actively collaborating to address this challenge.

## Mission Statement

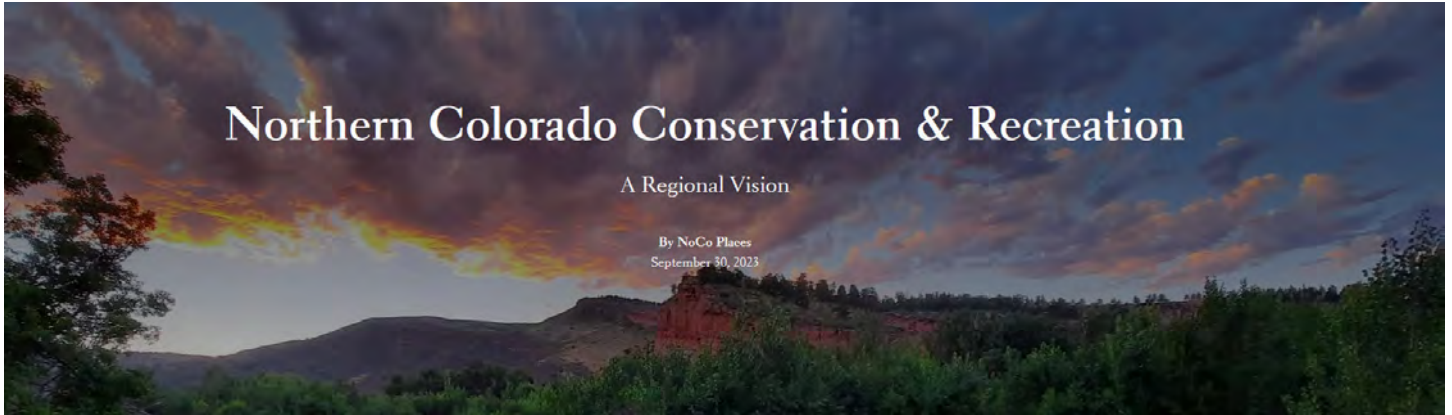
NoCo Places collaborates to protect and conserve natural and cultural resources while providing equitable access and a quality recreation experience for current and future generations.



# Q1 2024 Accomplishments

This report highlights the successes and progress of NoCo Places since our [Fourth Quarter 2023 report](#).

## CONSERVATION AND RECREATION VISION



We are excited to announce that the final report is now available on the stakeholder engagement with focus groups for the Conservation Recreation Vision!

The focus group report summarizes what we learned from 16 stakeholder groups, including historically underserved communities, forest health and fished planning, motorized and non-motorized recreation, and others. We learned a great deal from these sessions, including:

- Shared values and concerns
- Shared desired future conditions
- Unique concerns and desired future conditions
- Perspectives on management strategies
- Near and long-term priorities
- And more

The Executive Committee is currently taking what we learned from the focus groups, the [conservation summary map](#), and the [mobile phone dashboard](#), and working through the process of developing the conservation and recreation vision for the NoCo region. The NoCo Partners will provide their input on what the Executive Committee is developing at the next meeting in May. Our goal is to have that vision finalized by mid-year. Stay tuned!



[View Focus Group Report](#)



# Steps in Developing a Conservation and Recreation Vision



NoCo Places  
www.nocoplaces.com

Stay up to date on the conservation and recreation vision through this [page on the NoCo website](#).

*The rich and comprehensive feedback provided by the focus group participants will be critically important to the work of NoCo Places. In addition to being a resource, the organization will use this report to inform its shared vision and action plan amongst NoCo Places' eight land managers.*

*NoCo Places also encourages focus group participants to take this report back to their organizations and communities; this report is intended to be a resource for Partners, too.*

# COMMUNICATIONS EFFORTS

## Spring Common Messaging

In April the NoCo communications subcommittee is launching a new common messaging campaign. This effort is different than previous campaigns because it specifically targets tourists coming to the region.

### Campaign Objectives:

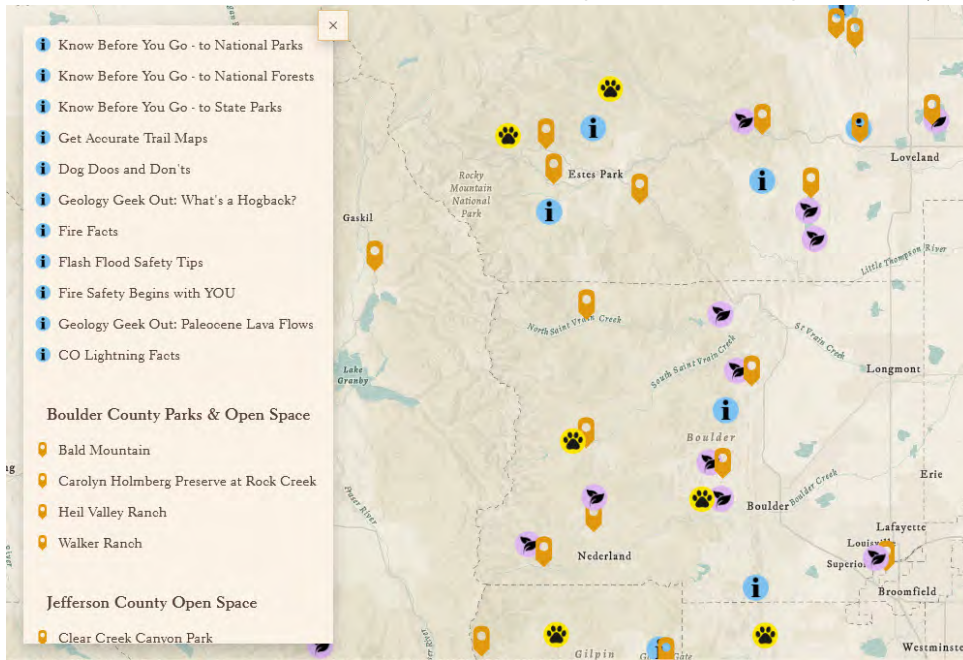
- Reach a broader audience through partnership with tourism groups in the NoCo region
- Share land stewardship messages with an audience that is likely unfamiliar with Colorado public lands
- Educate audience on the different areas of public land in the NoCo region (thus offering alternatives when areas are sold out or full)

**A QR code will link to an ArcGIS story map with a brief introduction followed by an interactive map with pins highlighting:**

- Selected public lands for each agency within the NoCo region
- Links to official info for each agency and/or park/recreation area
- Stewardship messages
- Flora and fauna facts and tips



Sneak preview of interactive map within the story map



Tourists using the map are encouraged to know before they go to public lands, and also have alternatives in mind in case of sold out timed entry or full parking lots. The QR code will be handed out in sticker form in visitor centers around the NoCo region, and the story map will be shared digitally through our social media accounts, tourism group partners, NoCo Partners, focus group participants, and more.

The sticker and story map will be available in Spanish as well.



**Launching Soon!**  
Please Share Once Received



## Upcoming Communications Partnership:

NoCo will be coordinating with Colorado Parks & Wildlife on their fire safety campaign in May. CPW will be adding a wildfire overlay in their COTREX app allowing users to view active wildfires. This campaign will focus on fire safety messages and up-to-date COTREX information on active fires. NoCo will coordinate on messaging and increase the reach through our new contacts made from the stakeholder focus groups.



## EQUITY, DIVERSITY AND INCLUSION EFFORTS

The NoCo EDI work group continues to meet and discuss ways to collaborate and share resources between agencies. In Q1 meetings, the group benefited from the following presentations from members in the group:

**Rocky Mountain National Park** provided an overview of how they are supporting Indigenous/Tribal engagement and consultation, and updated the group on upcoming workshops hosted through the Park.

**Jefferson County Open Space** shared out on their ally program for LGBTQ youth and the RAD Program (Recreational Adventures for Visitors Experiencing Disabilities).

The **City of Fort Collins** shared how the City centers relationship-building to improve EDI efforts throughout its Natural Areas. In particular, building partnerships with the Indigenous community has been both a success and an ongoing journey.



RAD Program by Jefferson County Open Space

## Outdoor Opportunities for All

Work is nearly complete on a new section of the NoCo website that will house a common place to display education and volunteer programs that are available for historically underrepresented communities. Visitors to the website will be able to search for and find available opportunities for education and volunteer programs in the NoCo region. The primary objective is to provide underrepresented communities an easy way to find outdoor experiences but this resource will also serve the general public.

### Outdoor Opportunities for All


SEARCH

**Program Types**

- Agriculture (5)
- Career/Service Learning Programs (5)
- Disability Friendly (7)
- Ecosystems (13)
- Field Trips (11)
- History (2)
- LGBTQIA+ (1)
- Recreation (9)
- Special Request Education Programs (3)
- Volunteer Service (10)
- Wildlife (11)


Explore outdoor education and volunteer opportunities in the NoCo region that are inclusive, accessible, and open to all.

Ver en Español




**Boulder County Parks & Open Space Public Programs**


Learn More »



**Boulder County Parks & Open Space Nederland Mining Museum**

Learn More »





New page coming soon to NoCo website

## CONFERENCE PARTICIPATION

Members of the NoCo Places Executive Committee will be presenting at the April Partners in the Outdoors conference hosted by Colorado Parks and Wildlife. The session, NoCo Places Collaborative Efforts, will focus on sharing the collaboration and partnership that has taken place during the work for the Conservation and Recreation Vision effort.

If you are attending the conference we would love to see you there!  
 Session: Wednesday, April 17, 10:15am

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## Tackling Goals

We will achieve our goals by:

- **Inspiring an outdoor stewardship ethic** among visitors and recreationists that promotes an awareness of their impact on the land and wildlife, reduces those impacts by educating them on how they can mitigate or manage them, and creates a personal sense of ownership, responsibility and pride in better protecting those resources.
- **Building community support for increased funding** for public land management, and exploring opportunities and mechanisms for sharing financial resources across jurisdictions in the NoCo region.
- **Increasing the amount of conserved and/or restored land**, and protecting the land that is already conserved and/or restored.
- **Supporting outdoor recreation and visitation** in areas best suited for that activity.
- **Improving the quality of the visitor experience**, particularly in areas facing the greatest threats from overuse and congestion, through management approaches, education, more effective infrastructure and other means.
- **Ensuring that the region continues to provide and support a wide range** of quality outdoor experience opportunities.
- **Increasing the visitation by historically underrepresented communities** and Americans with Disabilities Act/Architectural Barriers Act (ADA/ABA) communities.
- **Reducing conflict and promoting compatibility among visitors** and recreational use types, and increasing the safety of outdoor experiences.

## Upcoming

After a year of work building a conservation and recreation vision for the NoCo region, 2024 will be focused on incorporating feedback from the stakeholder outreach focus groups, finalizing the vision, and implementing the vision per agency and NoCo collectively.