



ELEVATE THE PEAK

Defining a Strategic Vision & Action Plan
for Outdoor Recreation & Land Conservation in the Pikes Peak Region

WELCOME & INTRO

Rebecca Jewett, President and CEO

Residents in the Pikes Peak region know how important the great outdoors is to our quality of life. You can ask just about anybody what they love most about living here and the answer is usually something related to the outdoors or beauty of the region. Whether it is Pikes Peak, a favorite neighborhood park, the river, a favorite trail, watching the sunrise over the plains, or spending time outside with family, our outdoors is part of who we are. As a fifth generation Coloradan who has lived in the Pikes Peak region for over 20 years, I rely on the natural beauty and bounty of the land as a cornerstone to my daily life.

The novel coronavirus pandemic that started in 2020 disrupted life in the Pikes Peak region for everybody, as it did globally. The magnitude of disruption, tragedy, and endurance required forced a paradigm shift for our community. This disquieting timing is when we launched Elevate the Peak, before we knew the far-reaching impacts the pandemic would have on our lives. Now, nearly three years later, I look back and see even more clearly the alignment between a public health crisis and the importance of land and water conservation.

In its “Manifesto for a Healthy Recovery from Covid-19,” the World Health Organization draws clear links between a healthy environment and human health. In it, the WHO stresses the importance of

protecting nature because, in its words, “it is the source of human health.” But public health is often determined by zip code and while, intuitively, many of us understand that protecting, conserving, and stewarding land, nature, and water is ultimately a catalyst for community wellbeing, resiliency, and prosperity, we as a regional community need to ensure that everyone benefits.

Throughout 2021, Palmer Land Conservancy led Elevate the Peak, a community listening and visioning initiative with the goal of better understanding what matters to Coloradans of all ages, backgrounds, and identities as our region and world enters a period of unprecedented change. We heard from over 1,200 people from all corners of the region, including residents, public agencies, elected officials, nonprofit and community leaders, and industry experts. We conducted extensive public outreach with an emphasis on under-resourced communities that included roundtable discussions, interviews, and online surveys that brought together a broad spectrum of diverse voices.

What we heard is that we’re losing the race. Not all neighborhoods and communities are created equal, and not everyone benefits or has equal access to our great outdoors. Concerns abound about losing land in the

face of population growth. Drought, wildfire, flooding, and other natural disaster risks loom large making climate and landscape resilience imperative. And lastly, the experience of being outdoors has diminished as infrastructure improvements lag.

It is from this feedback that the Elevate the Peak plan was developed. In it you will find key findings, challenges, and resulting strategic imperatives facing the region. At the core of the plan are five bold strategies that chart a path for the future as inspired and envisioned by individuals across the regional community.

Elevate the Peak is the boldest vision and plan yet for land conservation and outdoor recreation in the Pikes Peak region. But it can only be accomplished through a coalition of collective efforts, significant investment, political will, and the desire to achieve ambitious goals. Our region’s outdoor potential is bigger than any one community or entity. I look forward to joining hands with all of you as we come together to elevate our outdoor goals into reality.



Rebecca Jewett
President and CEO
Palmer Land Conservancy

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The Elevate the Peak initiative and plan development was managed by Prosono Consulting and facilitated by Palmer Land Conservancy.

ELEVATE THE PEAK

WHAT IS IT?

Elevate the Peak is an unprecedented, community-first planning effort facilitated by Palmer Land Conservancy and advised by a coalition of regional nonprofits. Launching in the spring of 2021 and completed in 2022, the goal was to develop a collective vision and strategy to inform current and future land conservation and outdoor recreation efforts in the Pikes Peak region.

Serving El Paso, Fremont, Park, and Teller counties, a collaboration of this type has never before occurred in the region.

The premise of the initiative is that to be successful, we must come together to listen to the community, particularly the voices of those that represent under-resourced communities, and then work together to accomplish the region's biggest, most ambitious conservation and recreation goals.

A significant effort like Elevate the Peak that represents the input from the broader community is a necessity when tackling a comprehensive and systemic-level need to protect and elevate our great outdoors while there is still time.

THE MISSION

To mobilize the Pikes Peak region around a long-term, collaborative vision for the use and ongoing care of our great outdoors.



VISION



The Pikes Peak region community envisions a future where we are united in shared goals for the protection and stewardship of our great outdoors and committed to working together for its long-term health, sustainability, and prosperity.

Key to achieving this vision is the ability of organizations and individuals to collaborate across cross-jurisdictional boundaries and a multi-county region. The opportunity is for nonprofits, governments, industry, and private landowners to work together to ensure the region continues to flourish while growing thoughtfully and intentionally.

OUR VALUES

The initiative was guided by four core values:



Inclusion

We embrace and incorporate the diverse voices, communities, and perspectives of our region.



Connection

We believe in the profound power of human connection to the land and its role with public health. We believe in equitable, responsible access and use of our public outdoor spaces and the importance of private lands in conservation.



Conservation

We practice responsible stewardship of our landscape and the bounty of its natural and cultural resources while supporting the health of our community.



Collaboration

We recognize the many roles the great outdoors plays in our region and seek to find alignment and collaboration across public and private sectors, and community priorities and needs.

THE IMPORTANCE OF A

Regional Vision



Elevate the Peak comes at a time when the Pikes Peak region is experiencing sustained rapid growth. Coupled with a global pandemic that started in 2020 which catalyzed unprecedented numbers of people to take refuge and respite in the outdoors, the vital importance of conserving and stewarding our natural resources has never before been so widely acknowledged.

To define the regional vision, Elevate the Peak brought together a coalition of regional nonprofit leaders to advise the planning process and ensure the undertaking aligned with our stated values and that the voices of the community were at the center of our work. The community engagement effort, detailed in-depth below,

sought voices from all four counties with a particular focus on hearing from underinvested communities.

In order to thrive as a region and address critical issues, there is a need for cross-sector coordination, nonprofit collaboration, and cultural change. The current operating environment is often defined by power dynamics and exclusivity while encouraging organizations and entities to work in silos, competing against each other rather than collaborating. Coming together to work on large-scale initiatives that are creative and that positively impact the greater community is the cultural shift Elevate the Peak believes is critical to success in the region.

and landscapes that make the Pikes Peak region a desirable place to live, work, and play. To take advantage of the opportunities and mitigate the challenges created by this rate of growth, **the region must align on a set of clear, collaboratively developed priorities.**

Over the past 40 years, Colorado's population has doubled in size, and over the past ten years, the population of Colorado's Front Range has grown at a rate more than twice the national average. This type of rapid growth can be economically advantageous, but it can also stress the natural resources

REGIONAL PLANNING

What makes this plan different?

The Pikes Peak region has many thoughtful, robust plans focusing on land and recreation management. However, never has **a planning effort sought to look at the entire, multi-county area that defines the Pikes Peak region.** Additionally, Elevate the Peak is enhanced by the guidance of an advisory coalition of nonprofits who bring land conservation and outdoor recreation expertise to the planning effort. The coalition also helped identify many organizations and individuals that have historically not been included in discussions about the outdoors to ensure their lived experience is included in the development of a truly regional plan for all. This community-

driven approach allows the initiative to think boldly and expansively, beyond any single boundary or political line on a map, and to be reflective of how all people use, care, and manage the outdoors and how they envision the future. The land does not know governmental or ownership boundaries, and users are not able to differentiate which entity manages or owns a particular public open space. **Therefore, Elevate the Peak seeks to take a comprehensive view of the entire landscape to set forth future goals, as inspired and envisioned by individuals from across the regional community.**

What will the plan do?

The goal of Elevate the Peak was to better understand how Pikes Peak residents of all ages, backgrounds, and identities use the region's outdoors, and what excites, inspires, and concerns them as the region enters a period of unprecedented change. Through the guidance of the Elevate the Peak's advisory coalition, the initiative sought to develop a collective vision and strategy to guide current and future land conservation and outdoor recreation efforts through the lens of expressed community needs and desires, as well as the socio-economic benefits of conservation. This plan is not a detailed review of on-the-ground land management needs, but rather a community-driven prioritization of conservation ambitions and areas where conservation can drive greater, systemic community change.

This plan seeks to accomplish two things. First, it captures feedback

from the community and synthesizes responses into findings, challenges, and strategic imperatives. A guiding principle of the Elevate the Peak process has been to stay true to being a community-driven initiative and let the community's feedback and responses guide the outcomes. Second, it sets forth bold strategies and recommendations to guide land conservation and outdoor recreation efforts today and into the future. The overarching theme is that these bold strategies can only be accomplished through a coalition of collective efforts. Our region's outdoor potential is bigger than any one entity. The Elevate the Peak plan sets forth a vision that allows us to think big, and encourages us to consolidate resources, and tackle projects that previously may have been too big to accomplish alone.

Why is this plan important now?



Economics of Outdoor Recreation and Land Conservation in the Region

Outdoor assets and natural resources have both direct and measurable and indirect effects on the quality of life of the Pikes Peak region. In Colorado Springs, the proximity and access to the outdoors increases residential property values by \$502 million annually, reduces health care costs by \$56.6 million annually, boosts tourism where at least 9 percent of visitors come to visit these attractions, and attracts businesses and employees to the region.

Elevate the Peak commissioned local economist Tatiana Bailey, Ph.D., of the Economic Forum at the University of Colorado at Colorado Springs to conduct a literature review of the community benefits and economic impact of conservation and outdoor recreation with a particular eye to the connection between the access to the outdoors and public health.

QUOTING FROM HER REPORT:

“One of the unusual aspects of the quantification of benefits from land conservation is the wide breadth of benefits associated with protecting the environment.

These benefits are diverse and numerous including enhanced physical and mental health and its associated reduction in medical expenditures, higher quality of life through recreation, clean water and better air quality,... preserving fish and wildlife habitat, carbon sequestration, erosion control, among other benefits all while maintaining the ecological balance between nature and humans. Some of these benefits are relatively easy to quantify while others are difficult to measure.”

Estimated

\$1300

benefit per resident

She calculates an annual benefit to residents in Colorado Springs of more than \$1,300 per resident due to the public parks and recreation system. She underscores that this is a very conservative calculation and the benefits are likely much greater.

Dr. Bailey also draws a correlation between access to outdoor spaces and lower rates of obesity and lower medical costs.



QUOTING FROM HER REPORT:

“It is admittedly difficult to quantify the added physical activity of Colorado residents that occurs due to a higher supply of recreational land space.

However, it is important to note that a 2018 study by the Trust for Public Land (TPL) found that 90 percent of Coloradans participate in outdoor recreation activities and 66 percent recreate outdoors at least once a week. This is much of

the reason that Colorado as a state stands in terms of low obesity rate prevalence. Intuitively, that leads me to believe that medical cost savings from increased access to public lands is grossly understated in previous studies.”

These factors indicate that a strong and resilient community is directly tied to a strong and resilient outdoors. Drawing from her review of existing economic impact studies, Dr. Bailey calculates a cost benefit

ratio for the Pikes Peak region of investing in conservation activities. For every \$1 invested in conservation, more than \$70 of economic, ecological, and health benefits are received.

COMMUNITY ENGAGEMENT

Approach and Methodology

OUR APPROACH

The goal of our community engagement effort was to better understand how Coloradans of all ages, backgrounds, and identities use the Pikes Peak region's outdoor spaces to work, play, escape, engage, and connect, as well as what excites, inspires, and concerns Pikes Peak residents as the region enters a period of unprecedented growth and change.

Community engagement is the practice of involving those who are affected by a decision in the decision-making process. Functionally, community engagement is both a process and an outcome. As a process, community engagement is about seeking to identify and understand the concerns, aspirations, and values that communities hold in the context of a particular issue or policy challenge, and incorporating those concerns, aspirations, and values into the decision-making or design process. As an outcome, community engagement results in new relationships, greater capacity, and decisions that are more reflective of, and responsive to, the affected communities. When organizations build their ideas, strategies, and priorities on a foundation of robust community engagement, they ensure that traditionally marginalized or overlooked voices are

actively empowered and that any resulting decisions benefit from enhanced efficiency, legitimacy, and transparency. The outcomes of effective community engagement are compounding, as the process cultivates new advocates and partnerships, and future decisions made by community-backed organizations are met with greater trust and goodwill.

Our community engagement included the solicitation of input from experienced professionals and subject matter experts, but also sought to leverage the “curb cut effect” by seeking input from historically underinvested communities. Named after the installation of curb cut ramps on sidewalks to accommodate individuals with disabilities, this philosophy states that when solutions are targeted to the most underserved in a community, the benefits ripple out to all of society. In this way, Elevate the Peak is not necessarily gauging success by sheer numbers of people engaged, but rather, who we engaged, what they need, and designing solutions that meet those needs.

OUR METHODOLOGY

Thematic coding was used in the analysis of interviews, roundtable conversations, and focus groups. Thematic coding is one of the most common forms of analysis in qualitative research. It emphasizes identifying, interpreting and understanding patterns, themes, and concepts of note in qualitative data.

Analysis began with note taking during the individual or group conversations, which were all recorded (with participant permission) for transcription purposes. After each set of stakeholder engagements was complete, transcripts were generated. These transcripts were closely reviewed by the facilitators of the original conversations, and the contents were organized into emergent themes and sub-themes, which ultimately generated key findings. This inductive approach to thematic analysis allows themes to emerge organically from the data. The coding occurred without any pre-existing theory or framework, and the themes were generated only through the close examination of the data.

By ensuring that the facilitators of the conversations were involved in the thematic coding process, the analysis is more likely to capture both explicit (semantic) and implicit (latent) meaning within the data. Not only are the words of participants closely analyzed and coded, but the feelings and context inherent in their remarks are also incorporated into the sense-making process. Additionally, the reporting process incorporated elements of human-centered methodology. When using a human-centered methodology, theme prevalence is not necessarily correlated to the frequency at which the theme occurred. For example, if a specific observation is mentioned only once, but is relevant within the context of the larger data set or methodology, it may nonetheless be designated as thematically meaningful. This allows often overlooked, underheard, or less powerful voices to be elevated and understood. The process also sought to honor the intersectional identity of participants. When identity was relevant to analysis or reporting, participant voices were counted across identities to ensure sufficient representation.

ENGAGEMENT

This plan is based on input from a diverse range of stakeholders from across the Pikes Peak region, including:

- Twelve one-on-one interviews with industry professionals from both the public and private sectors whose work and interests span from agriculture to land management to environmental advocacy and outdoor recreation, as well as an additional thirteen conversations with local elected officials and community leaders.
- Ten “round table” conversations with grassroots community leaders from across the region. This “grasstops engagement” prioritized the collection of input from the people who are well-positioned to speak to the most common challenges, needs, and aspirations of traditionally under-invested communities, including communities of color, low-income communities, rural communities, the elderly, and people with disabilities. Grasstops engagement is an effective way to build a network of influential advocates for an emerging organization or cause. A partial list of community groups that contributed to our outreach efforts can be found in the appendix.
- A public, online survey that engaged over 500 people and was publicized across regional media outlets including radio, newspapers, magazines, and television outlets, as well as at local gatherings and distributed to the personal and professional networks of advisory coalition members and roundtable participants. The survey was designed to obtain a high level of understanding of the issues that matter most to regional residents and how they most frequently interact with local outdoor spaces. The survey received over seven hundred high-quality responses and the demographics of survey respondents closely reflect many key regional demographics.
- A public, online survey developed and distributed by the City of Colorado Springs Parks and Recreation Department with the goal of better understanding the issues that matter most to the local community and the ways that PRCS-owned spaces are utilized by different community groups. The survey received over six hundred total responses.
- An issue-based roundtable consisting of thirteen local, state, and federal land managers from across the region. This roundtable was designed to collect input specifically from land management professionals on promising but unfunded projects, systemic inefficiencies in the existing land management model, and possibilities for cross-sector cooperation in achieving land management goals.

Key Findings

The synthesized findings from the separate pillars of our community engagement work revealed many consistencies in the hopes, concerns, and priorities of stakeholders across the region, as well as some issues that were unique to certain demographics or stakeholder groups.

FINDING 1

There is wide support for increased cooperation and public input.

Roundtable participants across the region expressed an appreciation for the pursuit of a regional plan based on authentic input from a diverse array of grassroots perspectives, and often shared a belief that there was significant promise in an approach that intentionally sought out diverse viewpoints and prioritized cooperation among interests, organizations, and constituencies. Participants enjoyed sharing the challenges and hopes of their communities with others, even if the perspectives of their fellow roundtable participants varied widely in terms of geography, background, and political ideology. Industry professionals also stressed a desire for greater cross-interest and cross-sector cooperation, citing that a lack of cooperation had hindered progress in the past.

FINDING 2

Non-professionals gravitate toward experiential, familiar issues when discussing the outdoors.

While industry professionals often expressed their interests and concerns in the context of systemic, policy-level issues such as residential zoning and community planning, forest health and fire mitigation, and diminishing water supplies, non-professionals tended to gravitate toward issues that impact their lived experience with the outdoors. Common examples included the cleanliness of public parks and public park facilities, crowding on trails and campsites, and the condition of regional biking and hiking trails.

FINDING 3

The public supports increased conservation and sustainable land use amid rapid growth.

The online Elevate the Peak survey asked respondents to rank what they believed to be the most pressing regional environmental or outdoor recreation priorities. By a wide margin and across all demographics, “land conservation” was the most prioritized issue. Industry professionals also spoke to the need for intentional land use, often in the context of increased development and population growth. Notably, roundtable participants were significantly less likely to independently identify conservation as a high-priority issue. Our analysis indicates that this may be due to the perception that conservation is a complex and nuanced issue, and roundtable participants find themselves hesitant to discuss.

FINDING 4

There is a sense of urgency and opportunity.

The reflection that “the time is now” was made consistently by roundtable participants, who shared a belief that certain factors (i.e., the experience of the Covid-19 pandemic, the availability of federal funding, the current dynamics of regional politics) made the present moment a particularly opportune time to pursue the work that EtP is setting out to do. Industry professionals also felt that a new interest in cooperation among relevant regional interests, and a renewed public appreciation for outdoor spaces, could make the present a unique and favorable time for progress and to advance critical initiatives.

FINDING 5

Stakeholders across all demographics support measures to promote equity of access.

Seventy-five percent of online survey respondents indicated that they were “unsatisfied” with the current state of regional outdoor recreation opportunities. In interviews, industry professionals continually emphasized the discrepancies in access to outdoor recreation in both urban and rural areas and expressed that both areas lack a robust outdoor recreation infrastructure. Commonly-cited examples include under maintained and potentially unsafe trail systems, a lack of usable amenities in public parks, a lack of accommodations for people with disabilities, and poor mapping/signage. Roundtable participants also readily acknowledged discrepancies in representation and access for underinvested communities, and one out of every four respondents to the online survey identified “Equitable Access to Outdoor Recreation” as a top regional priority.

FINDING 6

There is broad support for a public information campaign to promote responsible and sustainable engagement with outdoor spaces.

The need to educate the public more effectively on responsible outdoor recreation and engagement with the natural environment was one of the most frequently mentioned needs among industry professionals, EtP online survey respondents, and roundtable participants. This idea was echoed by land managers, who spoke enthusiastically to the need for a “culture shift” toward a sense of greater collective ownership and shared responsibility.

FINDING 7

Industry professionals regard reliable funding as a prerequisite for progress.

The need for predictable, dedicated funding was a consistent topic in one-on-one interviews with industry professionals, who viewed the lack of sustainable funding sources as a major hurdle to progress that was particularly acute in the Pikes Peak region.

Challenges

The synthesized findings from our community engagement work also revealed many consistencies in challenges experienced by stakeholders and community members across the region. These challenges impact regional outcomes differently and understanding their impacts is critical to successful execution of the strategy.

CHALLENGE 1 There is a lack of coordinated action to address common issues across the region.

Ensuring the resilience of our outdoor spaces and natural resources amid environmental challenges and rapid development will require regional cooperation toward the pursuit of a shared vision. Fostering this type of shared vision and coordinated action can be difficult because it requires cooperation and compromise across local governments, private landowners, philanthropies, nonprofits, and businesses. This lack of collaboration has derailed progress on popular projects and exacerbated the challenges associated with regional growth, inadequate outdoor infrastructure, increased use of parks, open spaces, and natural areas, and wildfire risk.

CHALLENGE 2 Underinvested communities are often not represented in conversations about the outdoors.

The regional conversations and processes that determine how our regional outdoor spaces are utilized, designed, and protected have often failed to be inclusive of certain communities, including (but not limited to) rural communities, low-income communities, communities of color, and people with disabilities. This lack of diverse, inclusive input results in decisions and physical spaces that fail to sufficiently incorporate the interests of these communities, and stifles the possibility of achieving creative, innovative solutions. The consequences of this lack of representation can be seen in the way that for example, the quality of local park infrastructure varies significantly across communities, there is a lack of green space and shade in certain low-income neighborhoods, there is a shortage of disability-compliant infrastructure, and there are significant discrepancies in usage rates of regional outdoor spaces based on race or economic status.

CHALLENGE 3 Current systems, such as funding mechanisms and approaches, do not encourage collaboration to ensure community needs are placed first.

All corners of the region face a shortage of stable, predictable funding that enables large-scale progress toward major conservation and outdoor recreation projects. While the City of Colorado Springs has a Trails, Open Space, and Parks sales tax program, the City reports a capital improvement backlog in the hundreds of millions of dollars. Other parts of the region, including El Paso, Fremont, and Teller Counties, lack conservation or open space funding programs. As a result, organizations and initiatives that are reliant on public or philanthropic funding tend to operate with a zero-sum mindset that can incentivize competition for limited resources over cooperation toward a shared outcome. This competition incentive can lead to silos that inhibit constructive communication and exacerbate philosophical or management differences.

CHALLENGE 4 Many do not know how to engage with, get involved in, advocate for, or discuss issues of conservation and environmental stewardship.

Our community engagement work revealed an incongruity in the way that people across the region conceptualize issues of environmental conservation. While respondents to our online community survey consistently identified “land conservation” as the top-ranked regional priority, participants in regional roundtable groups were significantly less likely to identify land conservation as a topic they felt most strongly about. There is evidence to suggest that this incongruity can be attributed to the perception that land conservation is a complex issue that requires a nuanced understanding to discuss with confidence and is removed from the day-to-day experience of outdoor recreation. Conversely, more tangible topic areas, such as park infrastructure, trail maintenance, and access to recreation opportunities are familiar to anyone who has spent time outside. As a result, people are more likely to discuss, advocate for, or engage with issues relating to the experience of spending time outside. This points to elements of conservation that may be more vocally heard out of an easier understanding, but not necessarily because they are in fact more important. Second, it is important that efforts to make conservation relevant connect to people’s everyday lives, and provide easy pathways for involvement



Four Strategic Imperatives

STRATEGIC IMPERATIVES

Four imperatives and associated strategies emerged from this initiative and provide a framework to address regional challenges and achieve the vision for Elevate the Peak. Through collaboration and thoughtful connection, the Pikes Peak region has the potential to drive cultural and systemic change to ensure the protection and stewardship of our great outdoors for all.



1

All communities have a right to benefit from the great outdoors

3

The quality of our outdoor experience is only as strong as our region's outdoor infrastructure

2

We must preserve the beauty and integrity of our natural spaces amid rapid growth

4

We must pursue approaches to natural resource management that foster environmental resiliency and economic prosperity

1

IMPERATIVE #1

All of our communities have a right to benefit from the great outdoors.

The outdoors are for everyone. We must ensure that diverse perspectives and underinvested communities such as rural, low-income, and communities of color, are included in decisions that impact our outdoor spaces, and that all communities across the region have access to a high-quality outdoor experience for their physical, mental, and spiritual health. To put a finer point on it, the health of our communities is directly related to people's ability to access and enjoy outdoor experiences.

WHY DOES THIS IMPERATIVE MATTER?

The rates and ways in which communities across the region utilize our outdoor spaces vary significantly based on factors such as race, income, and zip code. For many, engaging with the region's outdoors can feel like an unattainable or intimidating luxury activity. The quality, location, and ability to access local parks, trails and green spaces can vary significantly based on the demographic composition of the surrounding neighborhoods.

These challenges have been exacerbated by a lack of economic equity, access to outdoor resources, transportation challenges, a historic

lack of diverse representation in conversations about outdoor and environmental issues, as well social and cultural mis-representations including images and stereotypes that portray outdoor recreation as an activity best suited for only certain groups.

There is an opportunity to address this lack of inclusive access by taking steps to lower the burdens that low-income and underinvested individuals, families or communities of people face when seeking to spend time outside, and elevating the presence of historically underrepresented communities in spaces of influence.

"... a lack of inclusivity in the outdoors is a huge barrier to mobilizing a region - engaging with communities who typically don't have access to or don't feel welcome in these spaces should be a top priority for any outdoor organization. The more people who can get on board and understand the mission, the easier it becomes to complete those goals. "

ONLINE SURVEY RESPONSE

IMPERATIVE #2

We must preserve the beauty and integrity of our natural spaces amid rapid growth.

Our region's natural beauty and habitat sets us apart from other communities and supports our economy through agriculture, recreation, and tourism. Protecting land through private and public conservation efforts, ensuring resilient landscapes, and protecting our agriculture and local food resources ensures a healthy community and strong regional economy.

WHY DOES THIS IMPERATIVE MATTER?

Across identities, demographics, and geographies, the quality of life in the Pikes Peak region is strongly correlated with the quality, quantity, and accessibility of the region's outdoors. Rapid growth threatens the very quality of life and natural beauty that attracts people to live and work in the Pikes Peak region—and without thoughtful action, the region risks losing these economic and lifestyle drivers.

People value the proactive maintenance, protection, and stewardship of the scenic vistas and natural areas for which

the region is internationally known and want to experience these spaces in something close to their natural state. For many, this means taking steps to address crowding in parks, open spaces, and regional trails, and the misuse of those assets. For others, it means implementing sustainable development practices to preserve the spaces and landscapes that give the region its unique appeal and to continue preserving agriculture to ensure the region's food systems and waterways are maintained in a healthy way.

"... the top priority must be caring for the land, and leaving it as natural as possible while allowing people nonintrusive access to the beauty that makes our region special."

ONLINE SURVEY RESPONSE

2

3

IMPERATIVE #3

The quality of our outdoor experience is only as strong as our region's outdoor infrastructure.

The community feels there is an opportunity to improve upon the user experience by making infrastructure improvements that ensure the outdoor experience continues to be positive as the region changes and evolves.

WHY DOES THIS IMPERATIVE MATTER?

The natural beauty of the Pikes Peak region, including mountains, cities, towns, rivers, waterways, and plains, is part of what makes the area unique and special. As the region continues to grow and evolve, keeping up with infrastructure improvements will be critical for the area to continue flourishing and serving its diverse populations.

There are meaningful opportunities for infrastructure improvements that encompass both large and small-scale projects, including upgrades to local parks and recreation facilities, road and sidewalk designs that promote safety and walkability, more green spaces and shade cover, and the development

of a transportation infrastructure that increases access to recreation areas.

Well-designed and effective infrastructure can address many challenges, including access, overuse, equity, and the outdoor experience. For example, more recreation opportunities as well as access points can reduce the perception of crowding, and a more regional bike and trail system could promote greater connectivity and economic development in rural areas. Regional infrastructure improvements, however, are often contingent on sufficient and steady funding streams and the cross-jurisdictional collaboration of government entities. The region's rapid growth could present both the

"... I'm not an advocate for more government, but as we face the challenge of rapid growth, we need to invest in infrastructure that will alleviate the pressure placed on our outdoors, and promote a quality outdoor experience."

COMMUNITY ROUNDTABLE PARTICIPANT

political will and funding motivation to undertake significant infrastructure improvements to address growing concerns and needs of community members. Infrastructure challenges are often the most common issues people identify in the outdoors. By addressing these challenges, community members can move up the hierarchy of challenges to address other, potentially larger issues affecting their communities.

IMPERATIVE #4

We must pursue approaches to natural resource management that foster environmental resiliency and economic prosperity.

The economic vitality, clean water supply, and environmental resiliency of our communities is largely rooted in our ability to manage our natural landscape in a way that mitigates the risks posed by climate change and natural disasters such as wildfires and drought.

WHY DOES THIS IMPERATIVE MATTER?

Our region's world-class outdoor resources make it a place where people want to visit, work, and play. The challenges posed by a changing climate and an influx of new residents present real risks. They also present opportunities to strengthen land use policies that will fortify our communities against known threats and ensure that the land and water resources we need remain protected for future generations.

As wildfires and drought become an increasingly prevalent part of life in the West, including Colorado, it is becoming increasingly urgent for our regional community to align on a set of principles, priorities, and funding mechanisms that will protect our homes and natural spaces, promote forest and watershed health, and ensure thoughtful, balanced, and sustainable land use.

"I just really hope that over the next 10 to 20 years, with all of the growth and development that there's also a lot of preservation, and that (the region) can stay as raw, and accessible, and beautiful as it is."

COMMUNITY ROUNDTABLE PARTICIPANT

4



Bold Strategies for the Future

STRATEGIES

The following strategies, goals, and recommended action items build on the findings, challenges, and imperatives presented above. While it may be extremely difficult to act on every recommendation provided, it is our hope to inspire bigger thinking and boldness by providing a menu of actionable recommendations to spur thoughtful and accountable forward movement.

On the surface, the strategies and recommendations may not appear “bold.” In fact, in many cases they are obvious, may already be underway, or may be solutions based on models that exist elsewhere.

This is often the case with strategy work, and is an important sign that it is not the idea that has been missing, but the implementation. What Elevate the Peak invites the region to do is to be bold in our implementation of conservation and outdoor recreation efforts. The invitation is not to stand idly by with anemic attempts of one-off efforts as individual organizations or communities, but rather to work together at scale for impact.

Bold implementation for the Pikes Peak region can be summarized in three core themes found in the strategies below—collaboration, regional implementation, and inclusivity.

1

UNITED FOR
THE OUTDOORS

2

INVESTING IN
THE OUTDOORS

3

ADVOCATING FOR
AGRICULTURE

4

HEALTHY LAND,
HEALTHY PEOPLE

5

STEWARDED
THE OUTDOORS

6

AWARENESS FOR
THE OUTDOORS

United for the Outdoors

We must come together as a region if we are going to solve current challenges regarding the management, protection, and use of our natural and outdoor resources. Feedback from the community was clear - there is not enough collaboration across nonprofits, government agencies, businesses, and other entities to achieve impact at the scale our region needs and deserves. We recommend focus and energy be paid to bringing various sectors together to achieve broad, regional collaboration.

GOAL

Increase collaboration across nonprofits, government agencies, business, and other entities to achieve impact at the scale our region needs.

RECOMMENDED ACTION ITEMS

► SUPPORT THE PIKES PEAK REGION'S OUTDOOR REGIONAL PARTNERSHIP:

Convened by the Pikes Peak Outdoor Recreation Alliance (PPORA), the Pikes Peak Region's Outdoor Regional Partnership has been identified by the Colorado Outdoors Partnership to advance recreation and conservation planning. Established by an Executive Order by Governor Jared Polis in 2020, and led by Colorado Parks and Wildlife and Great Outdoors Colorado, the statewide Regional Outdoor Partnerships program is focused on ensuring Colorado remains a world-class outdoor destination while preserving our land, water, wildlife, and quality of life. PPORA has assembled a multi-sector coalition to tackle regional issues of land management, outdoor recreation, and stewardship. Let's put our energy behind this effort.

► PROVIDE A FORUM FOR THE REGION'S CONSERVATION & OUTDOOR NONPROFITS TO WORK TOGETHER:

For years, the region's nonprofits focused on outdoor recreation and conservation have convened regularly under the facilitation of Pikes Peak Community Foundation, and this effort continued under a revised format with Elevate the Peak. We recommend continuing a regular convening of this unique and high-impact nonprofit coalition to create alignment, share information, and nurture partnerships to benefit the greater community. The future coalition should be open to all with a priority given to improving racial, geographic and economic diversity. It should include structures to enhance inclusivity, remove barriers for participation, and focus on prioritizing system change.

► EXPAND & REGIONALIZE THE ANNUAL STATE OF THE OUTDOORS:

PPORA is to be credited with starting the annual State of the Outdoors in Colorado Springs many years back. We recommend investing in and expanding this event to focus equally on outdoor recreation and land conservation, including agriculture, invite more partners to the planning table, and broaden the scope of attendees to ensure the sector continues to benefit from the voices of the underinvested and rural communities. Collectively, we can make it a preeminent regional event rooted in collaboration that benefits everyone.

Investing in the Outdoors

We must identify how to invest in the protection, conservation, appropriate access, infrastructure, and increasing use of our natural environment. The Pikes Peak region's identity is rooted in the landscape, and if we are not proactive in protecting the natural beauty, ecological health, and the use and enjoyment of the area, then we risk losing the very quality of life we all love.

We recommend focus and energy be paid to identifying viable funding solutions that support the region. As there is no silver bullet, the solution likely involves a combination of funding solutions. We need to think in terms of a capital stack, where we layer viable options together for a comprehensive funding solution. Below are examples of avenues to explore.

GOAL

Explore the feasibility of conservation and outdoor funding models and advance the most reasonable options for the Pikes Peak region

RECOMMENDED ACTION ITEM

► FORM A GREAT OUTDOORS FUNDING ACTION TEAM:

Convene interested conservation groups, community leaders, financial experts, and other stakeholders to explore the funding models below and achieve the stated goal above.

POSSIBLE FUNDING MODELS TO EXPLORE

► SALES TAX OPEN SPACE FUNDING PROGRAMS AT A COUNTY LEVEL:

The most robust parks and open space programs in Colorado are funded through voter-approved sales tax measures. Southern Colorado lags the Front Range when it comes to these programs with only the City of Colorado Springs' "TOPS" program and Park County's Land and Water Trust Fund as examples. While the region is known for being tax averse, residents are often responsive to funding clear and specific needs. Polling, outreach efforts, and specific use for the requested funds may yield results given the magnitude of the need the region faces.

► USER FEES:

User fees are paid for by those accessing the recreation area or engaging in a specific type of activity. This includes things such as park entrance fees, user permits, hunting licenses, fishing licenses, etc. The idea is that the person utilizing the resources takes on the responsibility of providing additional funding to support the management of that resource. Careful consideration will need to be given to the fact that user fees disproportionately exclude under-resourced communities. If this tactic were pursued, it would need to account for this and ensure access remained equitable through programs such as Generation Wild.

► REGIONAL PARKS DISTRICT:

Modeled after entities such as regional transportation authorities, a regional parks district would bring together cross-jurisdictional entities under a district formation to generate public funding (e.g., tax programs, or other) for parks and recreational resources within the district.

► REGIONAL CONSERVATION FUND:

The regional conservation fund model relies on collective philanthropy to generate financial resources. A regional fund provides the opportunity to centralize giving and leverage opportunities for larger gifts from within or outside of the region, or the aggregation of multiple sources to create a pool of funds at a significantly larger amount than individual entities could generate themselves. The Pikes Peak Community Foundation and philanthropist Kathy Loo created the Pikes Peak Conservation Fund, and this fund could serve as the regional investment arm for a similar effort.

Advocating for Agriculture

Sixty percent of the land in Colorado is under private ownership. Of this, a significant amount is in agricultural production as working ranches or farms. The state's agriculture industry is a critical driver of Colorado's overall economy, contributing \$41 billion annually. And yet, it is easy to overlook the contribution of agriculture to Colorado's quality of life as it is often overshadowed by public lands such as parks, open spaces, and forests that the public can readily access. However, overlooking how private lands contribute to Colorado's natural landscape is a mistake. Consider the direct economic benefit through local food production, including iconic produce such as the Pueblo chile, Rocky Ford cantaloupe, Palisade peach, western slope wine, and Olathe corn. Equally as important are the scenic benefits that define quintessential Colorado, such as Greenland Ranch between Denver and Colorado Springs, the Gunnison Valley, the San Luis Valley, and within the Pikes Peak region, Highway 24 between Colorado Springs and South Park, and the ranchlands

that punctuate Highway 9 along the scenic byway in Fremont county. Consider also the ecological value of these swaths of land that provide critical wildlife habitat and contribute to healthy ecosystems including clean air and drinking water and some of the world's most intact short-grass prairie on Colorado's eastern plains. While Elevate the Peak survey responses focused more heavily on outdoor issues tangible to the general public, such as the condition of a favorite local trail or devastating impacts from wildfire, when asked directly about the importance of local food production, natural beauty, or wildlife habitat directly connected to private lands, support from the general public was overwhelmingly positive.

Recognizing the connection between private lands and the Pikes Peak region's high quality of life and outdoor lifestyle, we recommend focus and energy be spent on supporting local agricultural producers, collectively addressing challenges, and increasing the pace of private lands conservation.

GOAL

Increase the pace of conservation with an enhanced conservation toolbox, more robust advocacy, stronger systems and connections to local agriculture, and increased acres of land conserved.

RECOMMENDED ACTION ITEMS

► FORM AN AGRICULTURE ACTION TEAM:

Convene interested conservation groups, agricultural producers, and other key stakeholders to further explore and understand the challenges and needs of the agricultural community in the Pikes Peak region with equal representation from Fremont, El Paso, Teller, and Park counties. The Agriculture Action Team should explore food systems challenges, land access and tenure challenges, as well as cross-sector partnerships that promote local agriculture and provide economic support for local producers.

► COMPLETE A COMPREHENSIVE REGIONAL CONSERVATION PLAN WITH EMPHASIS ON PRIVATE LAND:

The region lacks a comprehensive land conservation plan. While there are myriad plans at the local or agency level that may reference land conservation, we need a robust regional plan focused on identifying areas of key conservation value that considers water resources, agricultural needs, private landowners' knowledge, scenic view corridors, ecological value, and habitat, as well as areas in need of active management and restoration.

Healthy Land, Healthy People

The pandemic made clear that the public health of our region is directly related to the health and resiliency of our natural areas. That was also underscored through the economic analysis provided by Dr. Tatiana Bailey. We must strengthen this inextricable and valuable connection by investing in both the environment's health and people's connection and access to the natural environment. Creating stronger community ties between public health and environmental protection, as well as direct investment in the protection of our natural resources, will pay dividends in health and socio-economic returns for our region. We recommend focus and energy be spent on cultivating partnerships between conservation and public health entities, as well as the proactive conservation of our most ecologically valuable natural areas.

Public health entities are data-driven and focus heavily on tracking and monitoring data and systems to inform and achieve desired public health outcomes. Conservation and outdoor recreation has been at best lightly involved in community conversations around public health, and nearly always at the initiative of public entities as opposed to proactive, self-initiated involvement.

Conservation has a unique toolbox that it can offer communities to help achieve community goals around important social determinants of health issues such as obesity, mental health, and food insecurity. This plan recommends that conservation be proactive in approaching public health entities and identifying conservation solutions that achieve already-stated community health goals.

GOAL

Align community public health goals with conservation outcomes by strengthening alignment between public health entities and conservation

RECOMMENDED ACTION ITEMS

► FORM A PUBLIC HEALTH ACTION TEAM:

Convene interested conservation groups, community health staff, and other key stakeholders to explore what baseline data is needed to better understand gaps and opportunities for using conservation to achieve public health needs, and how conservation can be incorporated into Community Health Improvement Plans.

► EXPLORE EXPANDING SUCCESSFUL PROGRAMS UNDERSERVED PARTS OF THE REGION:

Great Outdoors Colorado's incredibly successful Generation Wild movement connects kids and families to outdoor activities. One of fifteen communities across the state, the Pikes Peak coalition of Generation Wild, housed within Catamount Institute, came together with a geographic focus on southeast Colorado Springs. This successful coalition is focused on overcoming barriers and getting a new generation of youth outdoors. Many other parts of the region could benefit from this successful framework including communities such as Cañon City.

► UTILIZE THE TRUST FOR PUBLIC LAND'S PARKSCORE:

The Trust for Public Land, a national conservation nonprofit, created its ParkScore index as a way to measure a city's park system according to five categories: access, investment, amenities, acreage, and equity. In their words, "This powerful tool provides communities with the information needed to help close the park equity gap." Let's better utilize this resource in Colorado Springs, as well as assess our region's smaller towns to identify where parks, trails, and open spaces are needed the most.

► IMPLEMENT A PARKS RX PROGRAM:

Park (or Trails) Prescription programs are community-rooted partnerships involving healthcare providers, public land agencies, and community partners. The core goal focuses on prescribing nature to improve mental and physical health through improving social determinants of health. The National ParksRx Initiative serves as a hub of information for communities interested in implementing their own program. Palmer Land Conservancy has plans to explore the viability of this program within communities in the Pikes Peak region.

Stewarding the Outdoors

We must come together to increase the pace and scale of the care, maintenance, and restoration of our natural environment. From devastating wildfires to catastrophic flooding, our region has experienced first-hand the impacts of natural disasters. Additionally, as the use of parks, forests, public open spaces, and other recreation areas has significantly increased in recent history due to population growth and an increased interest in outdoor recreation, maintenance has not kept pace with use.

Deteriorating outdoor recreation infrastructure (e.g., poor trail conditions, lack of bathrooms, etc.) was commonly cited by survey participants as a concern, as well as the impacts of wildfires, flooding, and other natural disasters.

We recommend focus and energy be put toward large-scale, regional solutions that address the maintenance and restoration of our natural environment, as well as the overall health of our watersheds.

GOAL

Increase the pace and scale of protecting or rehabilitating watershed health, and create new models for community-supported landscape restoration, outdoor recreation, and park infrastructure project.

RECOMMENDED ACTION ITEMS

► CREATE A REGIONAL RECREATION PLAN:

The region lacks a comprehensive recreation plan. While there are myriad strong plans at the local or agency level, there is a lack of coordination and landscape-scale planning at the regional level pertaining to outdoor recreation, publicly accessible lands, and trails corridors. A regional recreation plan is a key priority of the Pikes Peak region's Outdoor Regional Partnership, facilitated by PPORA. The plan is mentioned here for added emphasis on its importance and prioritization for the region as it relates to stewarding the outdoors.

► EXPLORE COALITION MODELS FOR INCREASING THE SCALE AND EFFECTIVENESS OF WATERSHED HEALTH EFFORTS:

The Arkansas River Watershed Collaborative (ARWC) is a strong example of cross-jurisdictional entities coming together to leverage expertise, resources, and to seek funding for forest and watershed issues driven by local needs. This group is a unique coalition of communities, water managers and agencies stretching from Leadville to the Kansas state line who could be tapped for leadership, partnership, or expertise in the Pikes Peak region. Successful projects led by ARWC include the Monarch Pass project and post-fire mitigation efforts following the Spring Creek, Hayden Pass, and Decker Fires. Whether it is utilizing ARWC more throughout the Pikes Peak region, or learning from its model, exploring and developing viable partnership structures is needed in the region.

► CONVENE A LAND MANAGERS ROUNDTABLE:

A regular forum for public land managers across local, state, and federal agencies would provide a venue to discuss and implement ideas such as large-scale, multi-agency stewardship projects, cross-agency trail connectivity projects, sharing land manager ideas and resources, and leveraging limited resources to achieve on-the-ground results. This recommendation was initiated by public land managers as an idea to better achieve multi-jurisdictional projects such as regional trails.

Awareness for the Outdoors

The region can only make progress in protecting, stewarding, and accessing its outdoor resources to the extent that residents, businesses, public officials, and organizations care about and are connected to the outdoors, and are aware of the need for action, understand its importance, and are mobilized to act. We heard from the community that conservation issues can be complex and multi-layered, and

therefore difficult to understand and engage in.

We recommend that focus and energy be spent on connecting the community to the great outdoors, promoting responsible recreation and "Leave No Trace" awareness, as well as making land conservation and watershed health issues more relevant to people's everyday lives.

GOAL

Create a Pikes Peak region land conservation culture and ethic that inspires greater responsibility and care of the Pikes Peak region's natural landscape

RECOMMENDED ACTION ITEMS

► FORM A CREATIVE CONSERVATION ACTION TEAM AND LAUNCH A REGIONAL COMMUNICATIONS AND ENGAGEMENT CAMPAIGN:

Tap into the creative community to identify and develop a multi-media campaign for the outdoors that will utilize the power of film, art, and ideas to inspire and promote a culture of responsible and sustainable use, proactive protection and preservation, as well as connecting people to land conservation and stewardship more broadly. Public land managers discussed the need for a "cultural shift" from a mentality of more and more use, to one that has the public recognizing the value of balancing use and protection of outdoor resources. Emphasis should be paid to ensure underinvested communities are represented especially in the components focused on connecting people to the land. This campaign could build off of, and significantly expand, Palmer Land Conservancy's successful partnership with the arts community in 2018 called Forever Yours, The Land..



A Path Forward

ELEVATE THE PEAK

The Elevate the Peak initiative was launched with the goal of developing a collective vision and strategy to inform current and future land conservation and outdoor recreation efforts in the Pikes Peak region.

It was created in the midst of the COVID-19 pandemic, during a time when the outdoors were viewed as a vital refuge from the uncertainty and angst of a world in flux.

The vital importance of the outdoors has generated a great tailwind pushing this work forward and we hope to maintain and harness this same spirit of unified urgency as the vision, imperatives, and strategies outlined in this plan are put into action.

With that said, a plan is only as good as its follow-through. The subsequent section highlights a proposed path forward beyond the plan. Our region is truly unique. It is home to a world-class natural landscape, a large and rapidly growing population center, close-knit

rural communities, thousands of acres of public lands, and agricultural areas integral to the health of our communities and our food system. We believe that the plan is unique and promising because it seeks to acknowledge and embrace this diversity of interests and identities, and to accelerate positive, lasting change through the principles of alignment, cooperation, and community engagement.

THERE ARE THREE CORE TENETS REQUIRED FOR SUCCESS:

1 ALIGNMENT

The Pikes Peak region is home to many talented individuals and remarkable organizations who share a mission to care for our outdoor spaces and promote a positive, accessible outdoor experience. Never before, however, have these individuals and organizations been strategically aligned on a set of priorities to address regional challenges and opportunities.

We will work to generate this alignment by assembling a group of like-minded organizations from across the Pikes Peak region that support the vision, imperatives, and strategies outlined in the Elevate the Peak Strategic plan. For the first time, our region's advocates and change-makers will be aligned on a set of shared priorities and a mutual understanding of our region's most salient challenges.

2 COOPERATION

The regional priorities identified in the Elevate the Peak plan exceed the competencies and capacity of any single organization. Our action plan, therefore, seeks to activate organizations from across the region in the cooperative pursuit of shared goals.

Organizations that wish to join together will benefit from an elevated platform and profile, as well as the increased capacity, expertise, and reach that results from being part of a mission that is greater than any single individual or entity.

We believe that together, mission-aligned organizations across the region can create an impact that is greater than the sum of their parts.

The Elevate the Peak strategic plan is unique because it was informed by a community engagement process that deliberately incorporated the perspectives and ideas of ground-level stakeholders and traditionally underheard communities, including low-income communities, communities of color, and rural communities.

3 COMMUNITY ENGAGEMENT

All participants in the Elevate the Peak coalition will be expected to incorporate this spirit of authentic community engagement into the way they understand and address their designated change area. Participant groups will be encouraged to share best practices of community engagement, and useful community engagement resources.

For our work to be sustainable, impactful, and truly responsive to community needs, our neighbors across the region must continue to be involved.

▶ Advancing Elevate the Peak

A BIG FIRST STEP

This Plan has been the first step toward undertaking and accomplishing big, ambitious goals that protect and steward the great outdoors of the Pikes Peak region, for current residents and future generations. Our collective love of the outdoors is powerful, and we look forward to maintaining this positive momentum to protect what we love.

Elevate the Peak information will live on a website and include not only this Plan, but also the future progress of the Elevate the Peak over time. The operationalization of a regional plan will require involvement from regional organizations, the community, land managers, and elected officials. Palmer Land Conservancy will continue to facilitate and steward this effort into the foreseeable future.



LEADERSHIP COUNCIL

The Leadership Council for Elevate the Peak was made up of ten nonprofits from throughout the Pikes Peak region who bring expertise in land conservation and outdoor recreation.

They believe that the only way we can fulfill our mission of mobilizing the Pikes Peak region around a collaborative vision for the use and ongoing care of our great outdoors is to come together to listen to the community and then work together to accomplish our region's biggest, most ambitious conservation and recreation goals.

CATAMOUNT INSTITUTE

COALITION FOR THE
UPPER SOUTH PLATTE

COLORADO CATTLEMEN'S
AGRICULTURAL
LAND TRUST

FREMONT ADVENTURE
RECREATION

GOLD BELT BYWAYS
ASSOCIATION

MEDICINE WHEEL TRAIL
ADVOCATES

PIKES PEAK COMMUNITY
FOUNDATION

PALMER LAND
CONSERVANCY

PIKES PEAK RECREATION
OUTDOOR ALLIANCE

ROCKY MOUNTAIN FIELD
INSTITUTE

TRAILS & OPEN SPACE
COALITION

STEERING COMMITTEE

Guiding the community engagement phase of Elevate the Peak, the Steering Committee was made up of key individuals from the Leadership Council. Charged with engaging directly with the community and synthesizing the initial round of feedback we received, the Steering Committee was at the center of ensuring we heard from as many people from throughout the region.

Christopher Aaby
Maggie Hanna

Rebecca Jewett
Mina Liebert



WANT MORE INFO?

visit our website at:
elevatethepeak.org

ELEVATE THE PEAK

was made possible through the generous support
and funding of the following organizations.



The image features a background of a dense forest with tall, thin trees and lush green foliage. A teal-colored horizontal band with a repeating chevron pattern runs across the middle of the image. The text 'ELEVATE THE PEAK' is centered on this band in white, bold, sans-serif capital letters. The word 'ELEVATE' is on the top line, and 'THE PEAK' is on the bottom line. The letter 'V' in 'ELEVATE' is stylized to resemble a mountain peak.

ELEVATE THE PEAK

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