

## Alyssa Von Lehman Lopez

---

**From:** Jennifer Ramp Neale <NealeJR@botanicgardens.org>  
**Sent:** Monday, July 06, 2015 4:06 PM  
**To:** Jennifer Riley-Chetwynd; Tim Wohlgenant; Scott Sampson; tinam@bgcmd.org; jim.petterson@tpl.org; jennifer.ewa@gmail.com; dmurphy@denverzoo.org; sdaggett@law.du.edu; MHerbert@denverzoo.org; hsherk@tnc.org; jhenderson@denverzoo.org; Sarah Olson; Alyssa Von Lehman Lopez  
**Subject:** FW: Denver Greenspace Alliance  
**Attachments:** Inspire Initiative RFP selection criteria.pdf; GOCO Budget and Timeline Form.xls

Hello all –

It looks like at least six of us will be able to make the meeting this week. I will send out a follow up later in the week regarding logistics of entering the Gardens with our current masonry project.

Scott Sampson sent the email below regarding the last meeting and follow-up topics for this week's discussion. I am not certain if all the executive committee folks were on the right emails so I thought I would forward on his email – apologies if you already received this from Scott.

Jenny

DENVER BOTANIC  
GARDENS

Deborah Butterfield  
**THE NATURE  
OF HORSES**  
MAY 23 – OCTOBER 18, 2015

### Jennifer Ramp Neale, PhD

*Director of Research &  
Conservation*

Denver Botanic Gardens  
909 York Street  
Denver, CO 80206  
720-865-3562 Phone  
720-865-3683 Fax  
[www.botanicgardens.org](http://www.botanicgardens.org)

---

**From:** Scott Sampson [mailto:Scott.Sampson@dmns.org]  
**Sent:** Monday, July 06, 2015 3:32 PM  
**To:** Emily Patterson; Ian Miller; John Demboski; Nancy Walsh; Scott Sampson; Daggett, Susan; Tim Wohlgenant; baucone@denverzoo.org; dmurphy@denverzoo.org; henderson@denverzoo.org; hsherk@tnc.org; jennifer.ewa@gmail.com; Jennifer Riley-Chetwynd; johnb@bgcmd.org; Iramirez@denverzoo.org;

mherbert@denverzoo.org; Jennifer Ramp Neale; tinam@bgcmd.org

**Subject:** Denver Greenspace Alliance

Folks,

Appended below are notes from the last meeting of the “Denver Greenspace Alliance,” which took place on June 26<sup>th</sup> at the Denver Botanic Gardens. Warm thanks to the DBG folks for hosting on meetings on an ongoing basis, currently every other Friday morning. In anticipation of this week's meeting, my hope is to get some feedback on names, as well as on mission, vision, and goals. Feel free to send me feedback or send it along with your institutional rep, whomever it is this week.

### GOCO RFP

The meeting started with a discussion of the GOCO RFP, which has now been released (see attached). A grant-writing team is in place, with key participation from the Zoo and DMNS. TNC and TPL are having discussions about which organization should formally host the proposal (though multiple collaborative institutions can and will be named).

### Coalition Name

We then focused efforts on brainstorming a potential name for our alliance. Much discussion was had about whether or not to include “Denver” in the name, with concerns expressed about other areas (Boulder, Aurora, etc.) being offended. On the flip side, a number of parallel examples exist, including “Chicago Wilderness,” which covers areas in three states. And “Colorado” doesn’t seem to work, given that the state is known for its abundant nature. An alternative is to use “Greater Denver” instead of “Denver,” though of course this is more cumbersome. In general, we decided that it would be great if the chosen name provided a sense of this place, made it clear that emphasis would be on connections, and preferably offered a call to action. Ultimately, we decided that it would be best to test a short list of names with our potential audience, likely taking advantage of the Audience Insights Dept. at DMNS.

Possible names (listed here in alphabetical order) included:

Centennial State Coalition  
City Nature Alliance  
Denver By Nature  
Denver Nature Alliance  
Denver Outdoors  
Denver Wild Alliance  
Front Range Nature Alliance  
Go Wild Alliance  
Greater Denver Nature Alliance  
Green Connections Denver  
Naturally Denver  
Prairie to Peak Alliance  
Pronghorn Alliance  
Rewilding Denver  
Thrive Denver  
Urban Nature Alliance

Of these options, two front-runners emerged:

Denver Nature Alliance (with the cool acronym “DNA”)

Rewilding Denver (with the dual emphasis on external wilding in urban areas and internal rewilding in the next generation of kids)

Our hope is to continue the discussion on Friday of this week. *So it’s now your turn. Let us know how you feel about the two leading names, and feel free to offer additional alternatives.* If possible, we’d like to audience test three alternatives, so we need at least one more.

### **Mission, Vision, Goals**

For the GOCO planning grant proposal, we will need to provide a mission, vision, and goals for the alliance. So these were our next topic of conversation. One of the insights that emerged is that, though our interest is in creating greenspaces and engaging people in them, the alliance would not be doing the actual work. That is, our respective organizations would likely be engaged in various aspects of the work, but not the alliance itself. Instead our role, we decided, would be focused more on the network of connections. With this proviso in mind, we came up with the following draft for further consideration:

#### *Mission*

Build and maintain a network that increases access to, and engagement in, high quality greenspaces.

## Vision

Alternative 1: Within one generation, every person living within the Denver Metro region will be within a 10-minute walk of a vibrant greenspace, and the great majority will use their local greenspace on a regular basis.

Alternative 2: Within one generation, the Denver Metro region will become a national example of a place where people and nature thrive.

## Goals

The following were proposed as possible goals of the greenspace alliance:

- Identify resources and gaps.

- Educate the community on importance of creating and engaging in greenspaces.

- Capture best practices and communicate initiatives.

- Generate funding for community-based efforts.

- Create metrics for measuring success and carry out monitoring.

## Other Stuff

As agreed in an earlier meeting, I have invited David Lucas from the Rocky Mountain Arsenal National Wildlife Refuge to become part of the greenspace alliance (again, as it turns out, given that he was involved in early conversations). I am happy to report that he has accepted. Not only is he excited about getting involved more deeply, he may be able to supply some federal funds (currently pending) to help establish the alliance.

The other person we agreed to invite onboard is Shepard Nevel, President & CEO of LiveWell Colorado. I have reached out and am waiting to hear back.

I recently came across a wonderful, truly bold initiative out of Vancouver, BC, which is endeavoring to become the greenest city in the world. I am attaching their project outline here (which aims for a 5 minute walk to greenspace!), as well as a sub-project that came out of it closely related to ours, called "Rewilding Vancouver."

Ok, enough for now. I look forward to next steps. Thank you all for your continued involvement and energy!

Scott

### SCOTT D. SAMPSON, PHD

Vice President & Chief Curator  
Research & Collections Division



2001 Colorado Blvd.  
Denver, CO 80205

[scott.sampson@dmns.org](mailto:scott.sampson@dmns.org)

Work 303.370.6448

Fax 303.331.6492

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



 Follow me on Twitter

 Visit my Facebook page

Check out my new book, *"How to Raise a Wild Child,"* now available!

Bigfoot sightings are on the rise. [Mythic Creatures: Dragons, Unicorns, and Mermaids](#) is now open!