

Denver Nature Alliance
Meeting Notes for September 4, 2015

Present:

Missy Davis
Susan Daggett
Brian Kurzel
Heidi Sherk
Emily Patterson
Tim Wohlgenat
Jennifer Ewa
Jen Henderson
Alyssa Von Lehman Lopez
Brian Aucone
Jennifer Riley-Chetwynd
Scott Sampson
Jim Peterson
Tina Martinez (by phone)

How do we feel right now, and what do we need to address moving ahead?

- Focus now should be on what we need to accomplish for the project versus what we need to figure out for the proposal.
 1. Get proposal out
 2. Collective Impact workshop sometime between now and when grant is awarded
- Feels like we're making progress. Meeting burnout not an issue right now.
- Progress on GOCO grant – grants team recommends that we start with the scoping activity. This gets us to a budget, then we can start writing. Grants sub team will work out roles and responsibilities.

Other Updates:

- Scott had lunch with Lise Aanenbrug. 32 coalition proposals received from throughout the state. GOCO is happy with the strength of the proposals. May still ask some coalitions to join efforts. Multiple Denver hubs could be funded.

Civic Canopy conversation on Collective Impact with Ana Soler and Meghan Cheney

- Collective Impact defined by effectiveness, data-driven, community work
- Conveners, facilitators, policy – a backbone entity, neutral voice
- Trainings – webinars, workshops, custom designed for each client
- Partnership with LiveWell – healthy eating and living – in NE Denver
- New Park Hill project
- How CC might help the DNA effort: Discovery Phase with our stakeholders, strengths and assets, goals, challenges. Then using findings to write up a plan for how we could move forward
- Example of Prowers County – goal to improve the health of their county
- How does collective impact become a part of organization's "day jobs" rather than an extra thing
- Difference between just working together better and authentically engaging in collective impact. Spectrum from cooperation, collaboration, ... , collective impact. Not every project is a CI candidate.
- Conditions of collective impact:
 1. Common Agenda

2. Shared Measurement System
3. Mutually Reinforcing Activities
4. Continuous Communication
5. Backbone Support (having someone with time carved out as dedicated to the collective. Could be a nonprofit org, could be a government agency, collective could become its own independent entity with staff, could be a DNA Coordinator who is an employee of Civic Canopy). You may not want or need a backbone forever.

CI involves pooling funding resources, data and metrics, possibly engaging in policy issues, longer term commitment. CI is the process that might get DNA to where it needs to be on its own feet. “training wheels”

- Important to DNA – shared metrics, getting all efforts moving in the same direction, regional planning, active learning, leveraging resources to do bigger things, high quality nature spaces close to where people live (and people use those places), benchmark data, make the whole greater than sum of its parts, common vision of meeting people where they are and making nature relevant, collective voice and collective muscle.

Process of engaging hubs in the DNA effort

- Meet with each hub or organization individually to engage in the Discovery phase (how important are the Inspire hubs? Aren't we more concerned with the individual organizations? Either way, we want to hear from those people/communities.)
- Large convenings twice annually, both social and informative in nature
- Define other avenues of involvement for organizations
- Strategy for a planning grant is to get input, engage stakeholders.

Reflections:

- Let's hire Civic Canopy! Ask them to scope something to help us with a Discovery Phase.
- We need to hire some sort of facilitator. Maybe we should shop around prior to committing to one org.
- We also need to determine whether Collective Impact is the route we want to go. There are other models out there.
- Spark is another facilitator consultant
- Respective organizations might be able to pool some resources to keep momentum going until GOCO award announcements
- Piggyback on DMNS Colorado Experience community engagement efforts – add some specific questions that DNA wants to know answers to
- Seems like CI is the model we want to use. It is flexible enough to suit evolving needs.

GOCO Proposal Process/GOCO Plus

- Alignment of DNA's metrics with what the Inspire Initiative is going to evaluate. GOCO is releasing another RFP for evaluation firms who will measure the impact of the Inspire efforts.
- Keep in mind that DNA is larger than the GOCO efforts. We should caution against focusing too much on the GOCO process happening in a specific point in time.
- LiveWell Colorado (Shepherd Nevel) is on board.
- Outcome should include some sort of conservation plan. Maybe we need two consultants.
- Engage a process that will lead us to the establishment of an organization that is sustainable, also develop a conservation plan/conservation vision
- collect the baseline

Ideas for how to structure overall timeline:

Phase 1: November 2015 – May 2016 (Pre-Award)

Self-funded? Gates? Maybe Civic Canopy has some ideas for funders.

Get to know the hubs and the other orgs as our stakeholders

End Goal: the foundation of a strategic plan – vision, mission, goals vetted by the community

Community needs identified (as defined by organizations)

Tactic: the 5 conditions for Collective Impact

Phase 2: June 2016 – May 2017 (GOCO Planning Grant Phase)

Strategic Planning Process continues – tactics, activities

Kick-off Event with Highline Canal in Fall 2016

End Goal: Complete Strategic Plan is in place, become the sustainable engine that prolongs the Inspire vision.

Phase 3: June 2017 – beyond (Implementation Phase)

Have a subgroup investigate other facilitator options...Spark Policy Institute, Community Systems Group, MPowered, Sandoval & Sandoval, FSG, Diversity Dynamics. Would be good if the facilitator had a conservation or health/wellness emphasis.

Who we are:

- Our stakeholders/members are organizations, including municipalities

Other Items:

Logo – DBG has a logo specialist who can help with this

Project Title – grants team needs to come up with some recommendations

One-pager and two-pager – change outcomes to goals, change goals to strategies. Bold the Goals.

Mission: change to “Increase the Denver metro community’s access to, and engagement in, vibrant parks, trails, and natural areas.”

Objectives/Goals – need to revise, and we need to know that these are placeholders that will be further defined by our community outreach efforts

Baseline Discussion – what do we need data on to determine baselines:

Potential resources:

Plug into Nature – Larimer County effort – a way to get at baseline data

Volunteers for Outdoor Colorado

Connectedness to nature metrics

What do we want to know?

Identifying the gaps among the 4 primary focus areas:

- Engagement/connectedness/enjoyment
 - Activity level in a park
 - Facilitated programs
 - Surveys, # of kids in parks
- biodiversity/ecological function/healthy nature

- health
- Access/quality
 - 10 minute walk
 - Some metrics exist for measuring quality of green spaces, used by other cities
 - Activity levels in parks

Connection – physical (parks and trails), emotional (engagement)

Action Items:

1. Contact Joyce (their strategic planning manager) at Civic Canopy. To seek advice on what is realistic to accomplish in our timeframes, get a sense of a scope of work provided by them and what they would cost (Scott and grants subteam)
2. New logos needed from DU, LiveWell, and DMNS. Upload into the Dropbox Logos folder then email Jennifer Riley-Chetwynd to let her know it's in there.
3. Revisions to one and two pagers focused on goals, objectives, strategies. In track changes and with comments (Emily)
4. DNA logo (Jennifer and DBG logo specialist guy)