

**mDNA Planning Meeting
Meeting Minutes
February 11, 2016**

1. Brian Aucone, Denver Zoo
2. Jennifer Henderson, Denver Zoo
3. Heidi Shirk, Nature Conservancy
4. Scott Sampson, Denver Museum of Nature and Science
5. Kelli Perez – Livewell
6. Emily Peterson, Trust for Public Land
7. Jennifer Riley Chetwynd – Denver Botanic Gardens
8. Tina Martinez – Boys and Girls Club of Metro Denver
9. Alyssa Von Lehman Lopez – Denver Museum of Nature and Science

Civic Canopy – Bill Fulton, Ana Soler

What is a day in the life in collective impact? What would you be talking about midstream in the story of mDNA?

- We have created a formula we are implementing around the metro area. How are we scaling this? We have a staff person. This (current) group is an advisory body and we receive quarterly reports. We are focused on big strategy and continue to grow within the metro area.
- How do we accommodate the traditional structure of collaboration, plus? We are moving beyond traditional methods and tapping into multiple community ideas that turn into action and we are engaging. Looking at projects that manifest into action as well as how do individual community members connect in?
- If we are successful with the formula, what are the updates? We are raising awareness, convening folks from the Intertwine and gathering together on a national scale.
- Lots of opportunities. We are connected to government and national efforts. Newly immigrated populations are involved, lots of opportunities like Scott's announcement, translation services, lots of diversity at the table, schools involved, grant opportunities, expansion to the whole state. We have staff and a clear reputation that builds others. Money designated from GOCO, connected to government efforts, Bike CO, Walk Denver, park connectivity, improvements in the preservation data, clean Platte river. We are known for the work. Re-emergence of species, improved natural environments. Health data has made health systems, including public health, is taking notice.
- Work that seems beyond our scope now--economic health, food systems, transportation infrastructure and Colorado owns this. Fun and playful, trust runs very high and policy is impacted. Meetings are fun and playful. Advocacy
- Marketing, media. We have an executive director and a small staff. Developing and fundraising plan with the Intertwine model. We have a baseline; cultural, biological and networks that we are working from.

Bill shared that collaborations can often produce on-going activity but it won't get you the list you generated (above) because the vision is lost. Every successful network has some form of a continuous improvement model.

(Ppt1)

Community Learning Model 101

Continuous Improvement in a Community Context (ppt2)

- Results – we use Mark Friedman's work
- Middle circle – continuous cycle of include, dialogue, act and learn.
 - Include is not always specified in other models but we feel it is critical and that is why we spent so much time at GOCO getting buy – in. If people are not bought in to the plan, the work is perceived as unfair.
 - Dialogue – not merely transactional; very much taking the other into account
 - Action
 - Learn – are we getting there and are we checking in?
- Once the middle circle is in motion it's like a bike, the momentum keeps you going. Success translates into people wanting to be a part of this. People leave refreshed and excited; no one is wondering, "When is this going to end?"
- This is ten years of research in a new model.
- Questions: Conflict? New people?
 - There are techniques for inclusion that are really well researched.
 - Making a sauce, you don't dump in new programs; you want to keep the core flavor (energy) with new doses of ingredients (members).
 - People see the commitment of those who are already in and they want to stay involved. You can handle larger amounts of people if they are oriented and bought in, feel welcomed and included and can start running. Then all can commit toward that vision.
 - Never expanding the group does the opposite – people become suspicious and lose trust.
- How do you vet, include and know how to bring people in?
 - I wonder what the physical manifestation is for mDNA? Is it a community center? Canoe mobile? Neighborhood engagement? Not necessarily just a core group.
 - It is important that we both go to them and invite people to join us. Urban ecology center in Milwaukee has done a great job of building and inviting. Has to be a diverse segment of the community not just wealthy, white people.
 - Dialogue has to be meaningful and engaging. There has to be enough work for everyone to do and there has to be clear expectations.
 - The concept of inclusion here is to a defined space with stair steps of strategic participation.
- How do you get people motivated to participate?
 - Has to be very concrete and can be from putting a sticker on a water bottle to more intensive ways of participating.

- Suggested we hear more from Susan on what she learned from her conversations with Intertwine.
- Needs to be temporal to understand how to do this. If we create a membership organization then it is clear, but in this building phase we have to answer short-term questions from people who want to join this table.
- Reminder we are in a planning to plan phase but we do need to be strategic.

Results Based Accountability (Powerpoint3)

- Mark Friedman – Trying Hard is Not Good Enough – recommended reading.
 - Humans are geared to breaking down the problem and getting to a resolution. The data does not have to be more complicated than the observable world around us.
 - Whole population – accountability – (ppt4)
 - Client population – performance – things we can measure (growth of network, numbers)
 - Definitions (ppt5)
 - Indicators – match up with results and give you information on the improvement of the results themselves
 - E.g., Chronic disease rates, obesity
 - Performance measures – often people ignore this; important to name and define (ppt7)
 - Quantity, quality and effect
 - How has our membership grown?
 - Livewell – obesity rates – are we increasing the number of people taking cooking classes? Increasing the number of urban farms?
 - FYI – Karen Pittman – crime rates were going up but the group decided to start measuring their work/progress by tracking their meeting progress (are we doing what we said we are going to do) and they started tracking completion rates of their work. As they succeeded, crime rates went down.
 - Eventually, the dashboard you create will track these performance measures.
 - Examples (ppt6) from both Early Childhood and Colorado 9to25
 - Hard to find this information from other networks. Cautionary tale: do not wait too long to define this (Intertwine experience).
 - How do you track other factors? E.g., new members? Research says it doesn't matter. As long as you are improving. But what about the key effects? We'll have to struggle with that!
 - Suggested bringing other models, e.g., Colorado 9to25 and Early Childhood statewide work to share.
 - Lunch with Beth Conover highlighted that we need to define WHAT it is we are doing.

- Feedback was that we are too wide open. GOCO doesn't need match up front so we can engage in this process and develop measures and then make a slightly larger grant. Next deadline is September.

Time frame: undefined

Results (population level)	Indicators
Access to nature within 10 minutes	Distance on maps to residents Inclusive of all ethnicities Accessing nature
Community Engagement	Academic performance Outdoor stewardship Afterschool – increased attendance
Public Health	Obesity Asthma Hypertension Suicide Unintentional death by opioids ADD/ADHD Crime data Access to quality food Poverty Increased commercial activity
Attitudes	Improved attitudes across ethnicities Nature is for everyone Cultural norm Policy support Increased sense of connection
Improved environments	Diversity of nature (might be better explained by functional healthy ecospecies) Crime data/safety Pathways/places Air quality Water quality # of native species (pollinators) Signage Tree canopy Multi modal Acres of quality green space

Emily and GIS team will review and improve draft. This should set us up to work on or with a Conservation vision.

Performance Measure	Performance Metric
Expanded network and benefits	# of agencies and types of agencies Diversity of Actors – Because of our work, which systems are now engaged, e.g., education is participating, government, business world – how are the systems participating? On the flip side, is there a system that we should engage that could change our metrics?
Marketing materials and impressions	Use of maps Brand recognition Likes on FB E-blast open rate
Funding to support goals	Dollars raised Infrastructure funded Membership Community participation
Participation	# Of young people participating in n.b. programs # Of young people and adults – time spent doing physical activity Increase biking and walking
Policy impact	Policy changes
Environment	# Of safe spaces to recreate

How can we communicate that this is not extra. It is integral to your life. “It’s in your DNA”
Prescription for outdoor playtime. The conservancy is playing with the message that it is not an add-on.

For next meeting: If all could tackle the question of who has these key indicators or is working on or measuring these already?

1. Denver Environmental Health - Kelly
2. Brian is interested in the natural piece
3. CDPHE – Bill

Turn the Curve Thinking

Once we have selected a telling piece of data, what is the story behind the data? Why are we seeing what we are seeing? Who else is working on this? What is the core, root causes? What might we do to make a difference?

Important to dive in and get into the learning cycle. Figuring this out does not have to be a nine-month process.

Announcements

Kelli announced that she is leaving Livewell to take care of her health and she might be joining the board. All wished her the best.

Scott announced that CU Boulder is starting a new school: CEDAR, Community Engagement, Design and Research Center. Twenty-one faculty involved – urban planners, water specialists – many perspectives and meant to be across sectors. They are looking for big projects to get involved with (they have been working with Westwood Unidos). Does mDNA want to partner with them? They are setting up a workshop in Boulder that they are going to invite us to.

- What is our baseline and how will we measure? How can this group help us do this?
- Contact is Brian Mueller. What is our specific ask? Let's let him know we are very interested and then we can figure that out.

Emily shared that Westwood first met Brian Mueller (architect and urban planner) through work on Climate Smart Cities. Brian is a partner on that work and is using his data on a neighborhood scale. They are working on a Design Studio to identify neighborhood sites for improvement in Westwood. They are trying to come up with a green infrastructure tool to define baseline and then implement a plan to improve green spaces specifically for North Park Hill. Another project: Citizen Science project to pinpoint where there priorities are.

Emily: GIS Scope of work - Do we want to create a smaller team? Susan and Emily will be moving this forward. Let her know if you want to join them.

Emily: Do we want to do all 7 (versus 3 that are top tier)? Suggested we review.

ACTION: Please review the Google spread sheet and add contact information and indicate who you feel should be in a focus group or interviewed by Wednesday, February 17, 2016.