

Metro DNA Planning Meeting
April 28, 2016
Old Board Room – Denver Zoo

Agenda Item 1: Values

Small group reported on the values that were developed. Tina emphasized that this version is a draft. Values were created with the vision in mind.

Values – Draft 2

Vision (why we are doing this): *Within one generation, the Metro Denver area will be a thriving place for both people and nature.*

Mission (what we are doing): *to provide a regional vision and leverage resources to increase the Metro Denver community's engagement with nearby nature.*

Values (how we do it): Our decision-making and work is driven by the following values:

Updated draft of values based on feedback:

1. We are **people-focused** and believe all people, regardless of neighborhood and resources, deserve to have equitable access to nature (removing barriers, social justice)
2. We consider what is best for today's community as well as future generations
(sustainability)
3. We are **passionate** about and care **for nature** and the benefits to people
4. We objectively gather data, build on expertise and openly share both to drive action
(science focus)
5. We foster **collaboration**, authentic community engagement and ongoing communication to empower people and communities to act
6. We value community engagement to ensure that **social justice and equity** drive the work

Discussion:

- This is what we are about but is it too nature focused? Do we need to emphasize people part? Need to connect the idea that this is about people *and* nature.
- Susan - I think we really need to get equity in this more clearly. An event on Monday at DU featured Julian Agyeman, who wrote Just Sustainability, presented on the combination of social justice with sustainability – without looking at equity and social justice you can't get to sustainability. He had reviewed all the major "anchor" organizations' mission statements and ranked them from 0-4. All the major institutions received 0s because no concern for social equity was present in their mission statements. It is critical to be culturally competent and aware and to engage those voices when planning
- Healthy people and healthy ecosystems – is it addressed in the mission – all o.k. with that? Could there be a way of saying we We are aware of the valuing the benefits of nature to people. Could

be first bullet....passionate and care for nature and the benefits to people.

Agenda Item 2: Action Planning

- Bill led the group through a sticky wall exercise. Jim, Emily, Susan and Bill did the preplanning on this. A big chunk of the work in the grant is in Susan's hand.
- Emily shared that she got the ok to write the check for the canoemobile.

Major Tasks for the Year

Task 1: Data Collection and Analysis –May through Mid-July

- 4/16 – GIS analysis
- 4/16 – Detailed data conversation with Breece who is here on 5.19 and very early morning 5.20.

Task 2: Research

Is this group comfortable exploring different options? Susan shared that she didn't want to make assumptions about the types of organizations we investigate before talking to this group. Capacity issue as well.

- Portland Intertwine seems most aligned
- Chicago Wilderness – what were their challenges that make them move in this new direction?
- Explore other cities that are in the same state we are in...Boston, etc.

All are Collective Impact based

- Urban Ecology seems to have a more physical outcome.
- There is a clearinghouse of green space alliances.

Susan looking into best practices (Task 2 – done by July – August)

Temporary Exec Action Team – Emily, Stephanie – will work with Bill

- Group decided to use the concept of an Action Map instead of a more traditional strategic plan—conveys the idea that much is already in action, but just needs to be coordinated on the same map
- Remember: We are not the doer's. We are the ones who collect information, analyze and distribute to our constituents. Communications and evaluations are key. We need a vision for where we are headed and where things can come together and a way to communicate that.
- If we do the maps, there are more projects than GOCO can fund. We can hold the projects on maps and document. We can share that information at the June GOCO meeting.
- How do we do it? Shared example of Boulder collaborative who did a gap analysis / service provision and realized that one grade was the focus for most environmental education efforts. They decided to make a change so that environmental education was distributed across grades.
- Shared measurement systems – how do people share data? Data has to be useful to the community. Outreach to the community about what data is needed, relevant?

The Budget contains 30k for community project

- Need a communication plan for these early stages. Would help with Gates grant as well.

Metro DNA Year 1 Action Plan

| Grant | 4/16 | 5/16 | 6/16 | 7/16 | 8/16 | 9/16 | 10/16 | 11/16 | 12/16 | Q1/Q2/Q3 |
|--------------------------------------|------------------------|--|---|---|---|---|-------------------------|----------------------------------|---|----------|
| Award Planning Contract | Waiting for GOCO | Signed contract in place | | | | | | | | |
| Task 1: data collection and analysis | GIS analysis | Met with Breece | Reach out to Piton – Comm data tool | | Final report and map of results on a portal | | | | | |
| Task 2: Research | Research Susan, TPL | Shared measurement system examples | Finding examples of measuring mDNA progress | Research on governance, structure, action maps, communication, etc. | Research report due | | | | | |
| Task 3: committee meetings with ... | Read Discovery | Stakeholder engagement plan / strategy | GOCO training | | Vet mapping with stakeholders | Questions Data you collect? Shared metrics? | GOCO inspired grant due | | Report from stakeholder recommendations | |
| Task 4 strategic planning | | | | Identity consultants for engagement plan | | | | | | |
| Final Plan completed | | | | | | | | | | |
| Task 5: Launch Pilot Project | | CANOEmobile | | | | | | | | |
| Others: | Clarity on Gates grant | | | | Initial data – Gates. Proposal= match | Draft to Beth | Submit gates grant | Future “ph 2” re: conserve. plan | | |