THE ROSS APPROACH

Chicago Wilderness

BAY AREA OPEN SPACE COUNCIL

THE INTERTWINE
Common Themes/Important Lessons:

• **Partners Lead**

• **Equity** is a core value: diverse stakeholders and partners, meaningfully engaged

• **Regional Conservation “Plan”**: Multi-jurisdictional and multi-layered approach to uniting behind a shared vision

• **Communication** is key!
  • need staff support position to manage communication

• **Workable Business Plan**
Organizational concept: Collective Impact

- Common Agenda
- Shared Measurement Systems
- Mutually Reinforcing Activities
- Continuous Communication
- Backbone support organization
Value Proposition: *Serving Other Organizations*

- **Regional Vision/Strategy:** to provide context for specific projects
- **Collaboration Infrastructure:** to leverage organizational efforts
- **Communications:** strategies to elevate work/message/leverage
- **Measuring Success:** GIS tools, shared data, shared measures
- **Additional Resources:** human and financial capital
Regional Vision/Plan/Strategy

Serves as a **Common Agenda**
Development can bring community together, create shared knowledge and buy-in

Important Features:
• Engage diverse, broad range of stakeholders in development
• Establish baseline conditions, current assets, anticipated threats
• Sets specific goals and means of measuring success
• Enables gap analysis, strategic opportunities, priority-setting
REGIONAL OPEN SPACE STRATEGY (ROSS)

A collaborative effort to integrate and elevate the many activities underway to conserve and enhance the ecological, economic, recreational, and aesthetic vitality of the Central Puget Sound region.
Collaboration Infrastructure

3-5 staff (Executive Director, Program, Communications/Outreach)
  • Facilitate collaboration, maintain data and info, manage communications and outreach

PLUS:
  • Advisory Council/Core Group: help develop overall strategy/direction
  • Working Groups: subject-matter expertise to solve particular problems
  • Committees: forum for exchange regarding established areas of work
  • Gatherings/Convenings/Workshops: engage broader community
  • Annual conference: celebrate success/share best practices/networking
Communications: Internal and External

Transparency, shared information, and common messaging

• Listserves, newsletters, web-based tools facilitate collaboration
• Well-designed website as hub for information
• Community calendar for events, stewardship and recreation opportunities
• PR/Communications strategy (e.g., social media, advertising, guest bloggers) to communicate shared message
• Mobile app for education/engagement
Welcome to the Chicago Wilderness Member Portal. This Portal is designed to help you connect with other members, share ideas and impact regional conservation.

Explore these tools and resources for more information about membership, conservation topics, research, policy, and more.
Subscribe to Intertwine Emails

We have two great ways to stay in touch.

**Intertwine Alliance Communications**
To receive our newsletter, *Outside Voice* blog posts, and news & event announcements, please sign up for Intertwine Alliance Communications using the form below.

**Partner Updates**
If you’re a partner of ours and would like to join our ListServ to share events & news with other partners, please complete the Partner Updates form below.

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**Newsletter Archive**
- August 2016
- July 2016
- June 2016
- May 2016
- April 2016
- March 2016
- February 2016
- January 2016
- December 2015
- November 2015
- October 2015
- September 2015
- August 2015
Measuring Success: Regionally and organizationally

- Establish Shared Goals
- Establish Shared Data
- Monitor Agreed-Upon Metrics

Examples:
- Acres of land/habitat types/miles of trails protected against regional goals
- Population trends for indicator/sensitive species
- Percentage of land in tree canopy/natural cover
- Percentage of people within 10-minute walk to nearby nature
- Adoption of public policies/funding measures that support regional strategy
- Tracking participation in organizations
## Backbone Effectiveness: 27 Indicators

<table>
<thead>
<tr>
<th>Guide Vision and Strategy</th>
<th>Support Aligned Activities</th>
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<tr>
<td>• Partners accurately describe the common agenda</td>
<td>• Partners articulate their role in the initiative</td>
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<td>• Partners publicly discuss/advocate for common agenda goals</td>
<td>• Relevant stakeholders are engaged in the initiative</td>
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<td>• Partners’ individual work is increasingly aligned with common agenda</td>
<td>• Partners communicate and coordinate efforts regularly, with, and independently of, backbone</td>
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<td>• Board members and key leaders increasingly look to backbone organization for initiative support, strategic guidance and leadership</td>
<td>• Partners report increasing levels of trust with one another</td>
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<td>• Partners increase scope/type of collaborative work</td>
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<td>• Partners improve quality of their work</td>
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<td>• Partners improve efficiency of their work</td>
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<td>• Partners feel supported and recognized in their work</td>
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<th>Establish Shared Measurement Practices</th>
<th>Build Public Will</th>
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<td>• Shared data system is in development</td>
<td>• Community members are increasingly aware of the issue(s)</td>
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<td>• Partners understand the value of shared data</td>
<td>• Community members express support for the initiative</td>
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<td>• Partners have robust/shared data capacity</td>
<td>• Community members feel empowered to engage in the issue(s)</td>
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<td>• Partners make decisions based on data</td>
<td>• Community members increasingly take action</td>
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<td>• Partners utilize data in a meaningful way</td>
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<th>Advance Policy</th>
<th>Mobilize Funding</th>
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<td>• Target audience (e.g., influencers and policymakers) is increasingly aware of the initiative</td>
<td>• Funders are asking nonprofits to align to initiative goals</td>
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<td>• Target audiences advocate for changes to the system aligned with initiative goals</td>
<td>• Funders are redirecting funds to support initiative goals</td>
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<tr>
<td>• Public policy is increasingly aligned with initiative goals</td>
<td>• New resources from public and private sources are being contributed to partners and initiative</td>
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*Source: FSG and Greater Cincinnati Foundation*
Business Plan: Different Funding Models

DIVERSIFY!!
- Membership Dues
- Individuals
- Foundations
- Corporate Sponsorships
- Federal Grants
- Event Funding
- In-Kind Contributions
Partnership Model

- Organizational Members only
- **Full Partners** (between $1,000-$10,000)
- **Sustaining Partners** (over $6,000)
- **Contributing Partners** (less than Full Partners)
- **Subsidies Available**
Why? Success Stories

- Increased public grants and investments
- Passage of regional (multi-jurisdictional/bi-state) ballot measure for reclamation
- Conservation vision has helped prioritize strategic investments
- Diversity and inclusion programs have effectively engaged new partners in the work
- Development of mobile app to link outdoor recreation and urban amenities
- Communications strategies have amplified message and voices