



Metro DNA Stakeholder Meeting

May 31, 2017

9am-12pm

University of Denver, Craig Hall

Collaborative Project Brainstorm Descriptions & Feedback

Project	Description	Objectives	Key Feedback
Highline Canal Day of Nature	Identify organizations for every mile of the highline; Each organization has scheduled programs along the trail and parks/open spaces along the trail; Day to highlight nature; Demonstrate diversity; Raise profile of nature and of organizations	1,2,4	What about just calling it a "Day of Nature?"; Could do Sand Creek too? Like that this calls attention to existing resources and gives organizations visibility
Bio Blitz	Educational program to connect communities to local environment. Provide resources (maps, plant & animal guides, transit) and engage via schools, churches, community centers, etc.	1,2,4	We've done this, let's talk; Revive website and learning experiences from previous bioblitz in early 2000s; Love this - Do annually!

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Discover the Wild Prairie	A fun environmental education program exploring the Lowry Range 26K short grass open prairie. Goal is to highlight tremendous biodiversity and promote long-term protection through awareness	2, 3(?)	Make nature more "native" again; Like the idea of MDNA organizations putting energy into one place; Could extend to other locations (e.g. Heron Pond OS); Good idea - nature is here so don't need to go elsewhere; locate where trails connect
Photo Voice Project	Organizations ask participants to take photos to document responses to question(s): What do you consider nature? What prevents you from getting out in nature? Could post pictures on shared website. Anyone can participate. Helps define how people from different cultures view nature	1, 4	This sounds great!; Could be too much work for on-the-ground organizations; Like it! We could create a campaign similar to Find your Park...
Talking Trees	A nature-based experience where art/education is coupled with nature to benefit the community. These experiences are featured on Metro DNA website. Emphasis on trees as focal point for community engagement; Trees display monthly event	1,2,4	Use different species to highlight diversity; Love the idea to unite organizations; Could pair with tree canopy enhancement
Nature in Your Neighborhood: Branding & Visibility & Connectivity Campaign	Grassroots/Neighborhood focused; Build on existing initiatives (e.g. Generation Wild); QR Codes/Tour/Scavenger Hunt/Geocaching; Intergenerational; Use Public Transit Routes, Bike Routes, etc.; Could also include community science component (e.g. birding, canopy survey, tree planting)	1,2,4	Consider connecting with Highline Canal Day; Consider combine with BioBlitz; Great way to connect MDNA to communities and member organizations
Develop A Regional Vision	The first project should address the Gap Analysis and pave the way for what's next. Must be foundational. Based on DE&I; "What's your vision?" "That's our vision too!"	1,3	DRCOG as potential partner!

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Develop Regional Plan for Access to Nature and Ecosystem Services & Habitat for Wildlife	Integrate existing planning groups/efforts (e.g. DRCOP; TPL; MDNA map tool); Build stewardship map and identify stewards; Identify and prioritize key wildlife habitat; Layer in resourcing, equity and vulnerability considerations	1,2,3,4	DRCOG as potential partner!
Connecting the Gaps (social access & connectivity)	Regional trail connectivity project - connect existing trail systems, connect neighborhoods, connect people to trails. This would help identify and address barriers in access to nature and broaden awareness of what nature is...focus design on community access	1,2,3,4	Yes! VOC would help! DRCOG has excellent trails data; Love that this meets all objectives and includes science-based support, TPL tool and physical project
Transportation Plan/Transportation Hub	Transit partners (RTD/private?); Mountain Parks and nearby nature; Address issues at scale; Consider creating a hub that houses transportation that all organizations can utilize	1, 2, 3	Multi-modal access for all; Yes! Better term is Mobility and Accessibility; Bikes!; Could combine with Nature Access Plan (above)
Web-based Tools	Aggregate data for online use; build on Gap Analysis; Share info with public and partners; Combine with other resources ("One Stop Shop"); Could include a "Capabilities Matrix" that allows members to quickly identify potential partners/resources; Could include Clearinghouse of nature-based opportunities (search by age, activity, region, etc.); Must be multi-lingual and multi-generational	1, 2, 4	Develop a phone app; Love the Capability Matrix! Make sure not done! Could map resources; assets; Very practical and helpful; Make sure to include public sector resources in each jurisdiction; Consider also an idea-sharing platform; Clearinghouse would be great!
Host and Promote GOCO	GOCO has a website that needs a new home and management; Build awareness for partners' opportunities; shared communication platform; streamline posting opportunities; make bilingual/mobile friendly; DE&I considerations	1,2,4	Like idea of using existing initiative; Easy and natural next step for MDNA

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Marketing Campaign	Similar to "Colorado the Beautiful" website initiative; Could create and use a common message (e.g. "Get Outdoors Today" or "Have you had your 'Aha!' moment in nature today?"); Could use to build awareness; Could also use to connect the community with MDNA goals, partners, and opportunities. Could be a broad message, including call to action. Could also include clearinghouse of projects, resources, etc.	1,2,4	Web presence first because too early to market
Pathway from Education to Work	Bring together and amplify existing efforts (e.g. Generation Wild, UCAN Congress, Next 100, GOCO Inspire, CAEE, PLT, etc.) Focus on access to nature, workforce diversity; building capacity; training; Asset Inventory as the foundation	1,3	Colorado Careers in Natural Resources has similar initiative; Sierra Club interested; TPL loves this idea - needs talent pipeline; DE&I prioritized = valuable
National Western Center 10-Acre NEW Open Space on SPR	Help us find a programming and implementation partner to bring community members along and create buy-in and education during transformation of riverfront (2017-2022). Need Resource support for DE&I in our 2017-18 Engagement Process; Ensure culture is integrated.	1, 2	Good opportunity to build momentum with existing project; Don't forget about emphasis on healthy and equity; Sand Creek also needs resources/energy
Community Leaders/Organizing	Get Metro DNA into the community working with organizations and individuals; Promote authentic engagement; Leverage existing capacity (e.g. Inspire Hubs)	1,2,4	Hire from within the existing communities; How does this become long-term and sustained?

Table Discussion Notes on Proposed Programmatic Objectives and Activities

Tables 1-3:

- Need to engage parks planners and local public officials to make this work. It might be worth thinking about a parallel collaborative process for public planners/parks people to work together across the region
- Objective on equity is foundational
- Public health, mental health triangle important
- With equity, need multi-cultural perspectives
- How will Metro DNA promote awareness and access – they are different
- Develop awareness that all understanding & interactions with nature are legitimate and authentic
- A lot of enthusiasm for the concept, but concern that it seems very vague and sprawling
- How to measure and act on fourth objective about public awareness
- Get Outdoors Colorado.org for objective #2

Tables 4-6:

- Aurora has really diverse population, challenging to reach everyone, don't always get good feedback, don't have a strong understanding of what nature means to them and how to create facilities that are supportive of their needs and values; don't always know they can use them
- Activation key - how to activate a place, open space or parkland
- Safety and awareness; what does nature mean to them... (e.g., snakes)
- Supporting people who don't see open space as always equitable; not "green" and recreation
- Demonstrating the value of open space (e.g., heron pond vs. ruby hill)
- Equity around types of nature and access to a variety of types
- Generally exciting; NDCC trying to implement a 250-acre campus, low level of capacity; could mDNA support as a sounding board and provide value for project implementers as a sounding board; support on creating input sessions and bringing new voices into the fold
- Quick wins - examples of creating strategic conversations that would provide appropriate groupings and advice
- Implementation - lots of high level, but need some goals around short term

Tables 7-11:

- Putting equity at the center makes sense
- Definition of "quality" nature was problematic – open to too many interpretations
- "Sustainable" needs to be at the center and made explicit
- Health needs to be more integrated; health indicators should be spelled out and more specifically included
- Need to pull in public health orientation
- Recognize a progression on both people and nature elements
 - People outside - conserve
 - Varied nature – improved natural spaces based on diverse interpretations
- Missing from the list is creating a regional vision
- We need to define "meaningful integration" from the objective about equity and inclusion, then support it by understanding how it can be implemented. What are we trying to change? No one cares that a group is getting trained. It needs to be about increasing the capacity to be inclusive and equitable
- Resources are needed for evaluation and impact reporting – perhaps even shared metrics

- Trauma informed care should be part of the equity and inclusion work and specific tools for how to address trauma
- We need a mapping tool to capture all the organizations and projects that are happening regionally
- What are the cultural meanings for park design and natural connection?
- GoCo Generation Wild – marketing campaign trying to get young kids outside
 - 100 things to do before you turn 12
 - Culturally insensitive suggestions – “Get Dirty”
 - Frankly a white person’s view of what nature is and how we engage with it
- Native species – non-native is treated as invasive and valued as bad. Then you have people on the move who might appreciate non-native species and would appreciate it. Think carefully about displacing non-native with native
- How do we evaluate the progress – collecting data and metrics
- There is an implicit assumption that all of this has value but we rarely measure this or know who this value connects with
 - This is what an umbrella group can help with and universities in general – can do qualitative and quantitative measures for this project with their students
- Roll the measures into all of these objectives – have shared and co-developed metrics that can increase organization’s funding because they are meeting greater regional metrics. Should be explicitly stating this aspect. Allow smaller groups to plug into these objectives and demonstrate their value
- There is a lot of interest across disciplines at DU to connect to projects, connect to the community and work across silos.
- How do you measure engagement with nature?
- What is healthy nature?
- Denver Urban Field Station – about the physical and natural sciences coming together to study and conserve nature
- Separate entities that do not connect – sustainability, conservation, transportation all working separately

May 31 Metro DNA Stakeholder Meeting – List of Attendees

First Name	Last Name	Affiliation
Sara	Abdullah	University of Denver
Marissa	Ahern	Americas for Conservation
Chandi	Aldena	Trust for Public Land
Rich	Ashburn	Classroom in a Backpack
Bart	Berger	Denver Mountain Parks Foundation
Karl	Brummart	Audubon Society of Greater Denver
Devon	Buckels	The Water Connection - The Greenway Foundation
Brad	Calvert	Denver Regional Council of Governments
Jeremy	Cantor	Plan it Geo
Franklin	Cruz	AFC&A
Dana	Coehlo	United States Forest Service
Shawna	Crocker	Colorado State Forest Service
Heather	Cronenberg	City of Westminster
Michael	d'Agostino	United States Fish and Wildlife Service
Joe	Davidson	Denver Mountain Parks Foundation
Megan	Deffner	Denver Zoo
Liz	Drogin	Sarah Thomas Consulting, LLC
Cincere	Eades	CCD Parks and Recreation
Claire	Finn	National Park Service
Dorothy	Friday	Denver Regional Council of Governments
Barb	Frommell	Denver Mayor's Office
Jon	Goldin-Dubois	Western Resource Advocates
Kristen	Greenwald	University of Denver
Gabriel	Guillaume	LiveWell
Denise	Hartstock	Kaiser Permanente
Chris	Hawkins	The Nature Conservancy
Mary	Hacking	Denver Museum of Nature and Science
Matt	Herbert	Denver Zoo
Tom	Higley	10.10.10
Mallory	Huggins	Next 100 Coalition
Max	Kelemen	SOS Outreach
Kate	Kramer	Sand Creek Greenway
Brian	Kurzel	National Wildlife Federation
Marina	LaGrave	CLACE
Harriet	LaMair	High Line Canal Conservancy
Skot	Latona	South Suburban
Claudia	Lewis	The Sierra Club

First Name	Last Name	Affiliation
Angela	Loder	
Lisa	Loranger	Rocky Mountain Land Use Institute
Ashley	Lovell	Alliance for Sustainable Colorado
David	Mallery	Bluff Lake
Kristen	May	City of Westminster
Patsy	McEntee	National Park Service
Seth	McClellan	Colorado Parks & Wildlife
Parker	McMullen-Bushman	Butterfly Pavilion
Erika	Meyer	Great Outdoors Colorado
Katie	Navin	Colorado Alliance for Environmental Education
Mike	Nicks	The Urban Farm
Delissa	Padilla	United States Fish and Wildlife Service
Emily	Patterson	Trust for Public Land
Sonya	Pevzner	Exposure
Leslie	Pickard	Boys and Girls Club of Metro Denver
Loretta	Pineda	Environmental Learning for Kids
Rocky	Piro	CU Denver
Rebecca	Powell	University of Denver – Geography
Michele	Radice	Denver Water
Jennifer	Riley-Chetwynd	Denver Botanic Gardens
Nicole	Rosmarino	Southern Plains Land Trust
Dean	Saitta	University of Denver – Anthropology
Pat	Schuler	City of Aurora
Chris	Scolari	Western Resource Advocates
Susan	Sherrod	Biohabitats
Janna	Six	
Betsy	Smith	Girl Scouts of Colorado
Sloane	Strom	City of Denver Parks
Sarah	Thomas	Sarah Thomas Consulting, LLC
Austrin	Troy	CU Denver
Jes	Ward	cityWILD
Kim	Weiss	Environmental Learning for Kids
Suzanne	White	The Nature Conservancy
Kim	Yuan-Farrell	The Park People
Anna	Zawisza	Volunteers for Outdoor Colorado