# Collaborative Project Brainstorm Descriptions & Feedback

<table>
<thead>
<tr>
<th>Project</th>
<th>Description</th>
<th>Objectives</th>
<th>Key Feedback</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highline Canal Day of Nature</td>
<td>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</td>
<td>1,2,4</td>
<td>What about just calling it a &quot;Day of Nature&quot;? Could do Sand Creek too? Like that this calls attention to existing resources and gives organizations visibility</td>
</tr>
<tr>
<td>Bio Blitz</td>
<td>Educational program to connect communities to local environment. Provide resources (maps, plant &amp; animal guides, transit) and engage via schools, churches, community centers, etc.</td>
<td>1,2,4</td>
<td>We've done this, let's talk; Revive website and learning experiences from previous bioblitz in early 2000s; Love this - Do annually!</td>
</tr>
<tr>
<td>Project</td>
<td>Description</td>
<td>Objectives</td>
<td>Key Feedback</td>
</tr>
<tr>
<td>---------</td>
<td>-------------</td>
<td>------------</td>
<td>--------------</td>
</tr>
<tr>
<td><strong>Discover the Wild Prairie</strong></td>
<td>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</td>
<td>2, 3(?)</td>
<td>Make nature more &quot;native&quot; 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</td>
</tr>
<tr>
<td><strong>Photo Voice Project</strong></td>
<td>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</td>
<td>1, 4</td>
<td>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...</td>
</tr>
<tr>
<td><strong>Talking Trees</strong></td>
<td>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</td>
<td>1,2,4</td>
<td>Use different species to highlight diversity; Love the idea to unite organizations; Could pair with tree canopy enhancement</td>
</tr>
<tr>
<td><strong>Nature in Your Neighborhood: Branding &amp; Visibility &amp; Connectivity Campaign</strong></td>
<td>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)</td>
<td>1,2,4</td>
<td>Consider connecting with Highline Canal Day; Consider combine with BioBlitz; Great way to connect MDNA to communities and member organizations</td>
</tr>
<tr>
<td><strong>Develop A Regional Vision</strong></td>
<td>The first project should address the Gap Analysis and pave the way for what's next. Must be foundational. Based on DE&amp;I; &quot;What's your vision?&quot; &quot;That's our vision too!&quot;</td>
<td>1,3</td>
<td>DRCOG as potential partner!</td>
</tr>
<tr>
<td>Project</td>
<td>Description</td>
<td>Objectives</td>
<td>Key Feedback</td>
</tr>
<tr>
<td>---------</td>
<td>-------------</td>
<td>------------</td>
<td>--------------</td>
</tr>
<tr>
<td><strong>Develop Regional Plan for Access to Nature and Ecosystem Services &amp; Habitat for Wildlife</strong></td>
<td>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</td>
<td>1,2,3,4</td>
<td>DRCOG as potential partner!</td>
</tr>
<tr>
<td><strong>Connecting the Gaps (social access &amp; connectivity)</strong></td>
<td>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</td>
<td>1,2,3,4</td>
<td>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</td>
</tr>
<tr>
<td><strong>Transportation Plan/Transportation Hub</strong></td>
<td>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</td>
<td>1, 2, 3</td>
<td>Multi-modal access for all; Yes! Better term is Mobility and Accessibility; Bikes!; Could combine with Nature Access Plan (above)</td>
</tr>
<tr>
<td><strong>Web-based Tools</strong></td>
<td>Aggregate data for online use; build on Gap Analysis; Share info with public and partners; Combine with other resources (&quot;One Stop Shop&quot;); Could include a &quot;Capabilities Matrix&quot; 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</td>
<td>1, 2, 4</td>
<td>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!</td>
</tr>
<tr>
<td><strong>Host and Promote GOCO</strong></td>
<td>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&amp;I considerations</td>
<td>1,2,4</td>
<td>Like idea of using existing initiative; Easy and natural next step for MDNA</td>
</tr>
<tr>
<td>Project</td>
<td>Description</td>
<td>Objectives</td>
<td>Key Feedback</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>------------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>Marketing Campaign</strong></td>
<td>Similar to &quot;Colorado the Beautiful&quot; website initiative; Could create and use a common message (e.g. &quot;Get Outdoors Today&quot; or &quot;Have you had your 'Aha!' moment in nature today?&quot;); 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.</td>
<td>1,2,4</td>
<td>Web presence first because too early to market</td>
</tr>
<tr>
<td><strong>Pathway from Education to Work</strong></td>
<td>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</td>
<td>1,3</td>
<td>Colorado Careers in Natural Resources has similar initiative; Sierra Club interested; TPL loves this idea - needs talent pipeline; DE&amp;I prioritized = valuable</td>
</tr>
<tr>
<td><strong>National Western Center 10-Acre NEW Open Space on SPR</strong></td>
<td>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&amp;I in our 2017-18 Engagement Process; Ensure culture is integrated. Get Metro DNA into the community working with organizations and individuals; Promote authentic engagement; Leverage existing capacity (e.g. Inspire Hubs)</td>
<td>1, 2</td>
<td>Good opportunity to build momentum with existing project; Don't forget about emphasis on healthy and equity; Sand Creek also needs resources/energy</td>
</tr>
<tr>
<td><strong>Community Leaders/Organizing</strong></td>
<td></td>
<td>1,2,4</td>
<td>Hire from within the existing communities; How does this become long-term and sustained?</td>
</tr>
</tbody>
</table>
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
  o 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
<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sara</td>
<td>Abdullah</td>
<td>University of Denver</td>
</tr>
<tr>
<td>Marissa</td>
<td>Ahern</td>
<td>Americas for Conservation</td>
</tr>
<tr>
<td>Chandi</td>
<td>Aldena</td>
<td>Trust for Public Land</td>
</tr>
<tr>
<td>Rich</td>
<td>Ashburn</td>
<td>Classroom in a Backpack</td>
</tr>
<tr>
<td>Bart</td>
<td>Berger</td>
<td>Denver Mountain Parks Foundation</td>
</tr>
<tr>
<td>Karl</td>
<td>Brummart</td>
<td>Audubon Society of Greater Denver</td>
</tr>
<tr>
<td>Devon</td>
<td>Buckels</td>
<td>The Water Connection - The Greenway Foundation</td>
</tr>
<tr>
<td>Brad</td>
<td>Calvert</td>
<td>Denver Regional Council of Governments</td>
</tr>
<tr>
<td>Jeremy</td>
<td>Cantor</td>
<td>Plan it Geo</td>
</tr>
<tr>
<td>Franklin</td>
<td>Cruz</td>
<td>AFC&amp;A</td>
</tr>
<tr>
<td>Dana</td>
<td>Coehlo</td>
<td>United States Forest Service</td>
</tr>
<tr>
<td>Shawna</td>
<td>Crocker</td>
<td>Colorado State Forest Service</td>
</tr>
<tr>
<td>Heather</td>
<td>Cronenberg</td>
<td>City of Westminster</td>
</tr>
<tr>
<td>Michael</td>
<td>d'Agostino</td>
<td>United States Fish and Wildlife Service</td>
</tr>
<tr>
<td>Joe</td>
<td>Davidson</td>
<td>Denver Mountain Parks Foundation</td>
</tr>
<tr>
<td>Megan</td>
<td>Deffner</td>
<td>Denver Zoo</td>
</tr>
<tr>
<td>Liz</td>
<td>Drogin</td>
<td>Sarah Thomas Consulting, LLC</td>
</tr>
<tr>
<td>Cincere</td>
<td>Eades</td>
<td>CCD Parks and Recreation</td>
</tr>
<tr>
<td>Claire</td>
<td>Finn</td>
<td>National Park Service</td>
</tr>
<tr>
<td>Dorothy</td>
<td>Friday</td>
<td>Denver Regional Council of Governments</td>
</tr>
<tr>
<td>Barb</td>
<td>Frommell</td>
<td>Denver Mayor's Office</td>
</tr>
<tr>
<td>Jon</td>
<td>Goldin-Dubois</td>
<td>Western Resource Advocates</td>
</tr>
<tr>
<td>Kristen</td>
<td>Greenwald</td>
<td>University of Denver</td>
</tr>
<tr>
<td>Gabriel</td>
<td>Guillaume</td>
<td>LiveWell</td>
</tr>
<tr>
<td>Denise</td>
<td>Hartstock</td>
<td>Kaiser Permanente</td>
</tr>
<tr>
<td>Chris</td>
<td>Hawkins</td>
<td>The Nature Conservancy</td>
</tr>
<tr>
<td>Mary</td>
<td>Hacking</td>
<td>Denver Museum of Nature and Science</td>
</tr>
<tr>
<td>Matt</td>
<td>Herbert</td>
<td>Denver Museum of Nature and Science</td>
</tr>
<tr>
<td>Tom</td>
<td>Higley</td>
<td>10.10.10</td>
</tr>
<tr>
<td>Mallory</td>
<td>Huggins</td>
<td>Next 100 Coalition</td>
</tr>
<tr>
<td>Max</td>
<td>Kelemen</td>
<td>SOS Outreach</td>
</tr>
<tr>
<td>Kate</td>
<td>Kramer</td>
<td>Sand Greek Greenway</td>
</tr>
<tr>
<td>Brian</td>
<td>Kurzel</td>
<td>National Wildlife Federation</td>
</tr>
<tr>
<td>Marina</td>
<td>LaGrave</td>
<td>CLACE</td>
</tr>
<tr>
<td>Harriet</td>
<td>LaMair</td>
<td>High Line Canal Conservancy</td>
</tr>
<tr>
<td>Skot</td>
<td>Latona</td>
<td>South Suburban</td>
</tr>
<tr>
<td>Claudia</td>
<td>Lewis</td>
<td>The Sierra Club</td>
</tr>
<tr>
<td>First Name</td>
<td>Last Name</td>
<td>Affiliation</td>
</tr>
<tr>
<td>------------</td>
<td>-----------</td>
<td>-------------------------------------------------------</td>
</tr>
<tr>
<td>Angela</td>
<td>Loder</td>
<td>Rocky Mountain Land Use Institute</td>
</tr>
<tr>
<td>Lisa</td>
<td>Loranger</td>
<td>Alliance for Sustainable Colorado</td>
</tr>
<tr>
<td>Ashley</td>
<td>Lovell</td>
<td>Bluff Lake</td>
</tr>
<tr>
<td>David</td>
<td>Mallery</td>
<td>City of Westminster</td>
</tr>
<tr>
<td>Kristen</td>
<td>May</td>
<td>National Park Service</td>
</tr>
<tr>
<td>Patsy</td>
<td>McEntee</td>
<td>Colorado Parks &amp; Wildlife</td>
</tr>
<tr>
<td>Seth</td>
<td>McClean</td>
<td>Rocky Mountain Land Use Institute</td>
</tr>
<tr>
<td>Parker</td>
<td>McMullen-Bushman</td>
<td>Butterfly Pavilion</td>
</tr>
<tr>
<td>Erika</td>
<td>Meyer</td>
<td>Great Outdoors Colorado</td>
</tr>
<tr>
<td>Katie</td>
<td>Navin</td>
<td>Colorado Alliance for Environmental Education</td>
</tr>
<tr>
<td>Mike</td>
<td>Nicks</td>
<td>The Urban Farm</td>
</tr>
<tr>
<td>Delissa</td>
<td>Padilla</td>
<td>United States Fish and Wildlife Service</td>
</tr>
<tr>
<td>Emily</td>
<td>Patterson</td>
<td>Trust for Public Land</td>
</tr>
<tr>
<td>Sonya</td>
<td>Pevzner</td>
<td>Exposure</td>
</tr>
<tr>
<td>Leslie</td>
<td>Pickard</td>
<td>Boys and Girls Club of Metro Denver</td>
</tr>
<tr>
<td>Loretta</td>
<td>Pineda</td>
<td>Environmental Learning for Kids</td>
</tr>
<tr>
<td>Rocky</td>
<td>Piro</td>
<td>CU Denver</td>
</tr>
<tr>
<td>Rebecca</td>
<td>Powell</td>
<td>University of Denver – Geography</td>
</tr>
<tr>
<td>Michele</td>
<td>Radice</td>
<td>Denver Water</td>
</tr>
<tr>
<td>Jennifer</td>
<td>Riley-Chetwynd</td>
<td>Denver Botanic Gardens</td>
</tr>
<tr>
<td>Nicole</td>
<td>Rosmarino</td>
<td>Southern Plains Land Trust</td>
</tr>
<tr>
<td>Dean</td>
<td>Saitta</td>
<td>University of Denver – Anthropology</td>
</tr>
<tr>
<td>Pat</td>
<td>Schuler</td>
<td>City of Aurora</td>
</tr>
<tr>
<td>Chris</td>
<td>Scolari</td>
<td>Western Resource Advocates</td>
</tr>
<tr>
<td>Susan</td>
<td>Sherrod</td>
<td>Biohabitats</td>
</tr>
<tr>
<td>Janna</td>
<td>Six</td>
<td></td>
</tr>
<tr>
<td>Betsy</td>
<td>Smith</td>
<td>Girl Scouts of Colorado</td>
</tr>
<tr>
<td>Sloane</td>
<td>Strom</td>
<td>City of Denver Parks</td>
</tr>
<tr>
<td>Sarah</td>
<td>Thomas</td>
<td>Sarah Thomas Consulting, LLC</td>
</tr>
<tr>
<td>Austrin</td>
<td>Troy</td>
<td>CU Denver</td>
</tr>
<tr>
<td>Jes</td>
<td>Ward</td>
<td>cityWILD</td>
</tr>
<tr>
<td>Kim</td>
<td>Weiss</td>
<td>Environmental Learning for Kids</td>
</tr>
<tr>
<td>Suzanne</td>
<td>White</td>
<td>The Nature Conservancy</td>
</tr>
<tr>
<td>Kim</td>
<td>Yuan-Farrell</td>
<td>The Park People</td>
</tr>
<tr>
<td>Anna</td>
<td>Zawisza</td>
<td>Volunteers for Outdoor Colorado</td>
</tr>
</tbody>
</table>