

Metro Denver Nature Alliance Partner Engagement Meeting

**May 31, 2017
University of Denver**



Context for Today

- 2015 - Founding Conversations about Metro DNA
- 2016 - GOCO & Gates Family Foundation Funding
- 2016 - Initial Stakeholder Outreach
- 2016 & 2017 - Projects
 - Story-mapping (TPL partner)
 - GIS decision-support tool (TPL partner)
 - Canoe Mobile
- 2017 - Strategic & Business Planning



Metro DNA Steering Committee

Alliance for Sustainable Colorado
cityWILD

Denver Museum of Nature and Science

Environmental Learning for Kids

LiveWell

Rocky Mountain Land Use Institute

The Trust for Public Land

University of Denver

Boys and Girls Club of Metro Denver

Denver Botanic Gardens

Denver Zoo

Groundwork Denver

National Wildlife Federation

The Nature Conservancy

U.S. Forest Service

Volunteers for Outdoor Colorado



Agenda

- Overview – What is Metro DNA
- Metro DNA Strategic Plan Presentation & Feedback
- Break: Relationship Building
- Collaborative Project Brainstorm
- Closing Activities

What is Metro DNA?



Long-term Vision

- Metro Denver residents are healthy and have equitable access to quality nature as they define it
- Metro Denver communities are engaged in planning, protecting, and enjoying natural spaces meaningful to them
- The metro Denver region promotes healthy, protected, and stewarded natural systems that support people and wildlife

Gap Analysis – Purpose

- Gaps in nature-based efforts in the metro Denver region
- Organization and regional needs
- Opportunities to advance nature-based efforts
- External threats and success factors
- Promising roles for Metro DNA

Gap Analysis – Methods

- Organization & Coalition Inventories
- Organization & Coalition Surveys
- Expert Interviews
- Analysis & Written Synthesis

Gap Analysis – Needs

1. Coordination and Collaboration (89%)

- Regional Coordination across Jurisdictions
- Coordination among Nature-Based Efforts
- Regional Connectivity among Parks, Trails, and Pathways
- Prioritization of Protection of Natural Spaces

Gap Analysis – Needs

2. Equity & Inclusion (50%)

- Equitable Access to Nature
- Diverse Staff and Leadership
- Culturally Appropriate Programming
- Attention to Green Gentrification

Gap Analysis – Needs

3. Public Awareness, Buy-in & Support (45%)

- Benefits of Nature
- Broad Definitions of Nature
- Funding for Nature Acquisition, Restoration, and Stewardship
- Visibility of Existing Efforts

Gap Analysis – Tier 1 Opportunities

1. **Coordination & Collaboration (89%)**
2. **Regional Visioning (78%)**
3. **Diversity, Equity, Inclusion (50%)**
4. **Public Awareness, Buy-in & Support (39%)**

Proposed Roles

Role #1 – Facilitate Collaboration

Metro DNA promotes coordination, collaboration, and communication among a range of nature-based organizations and relevant government agencies

- Regional meetings
- Regional initiatives (including regional vision)
- Communication platforms

Proposed Roles

Role #2 – Champion Nature-Based Efforts

Metro DNA raises awareness about the importance of nature-based efforts in the metro region, promotes equitable and inclusive nature-based efforts, and elevates the work of its partners

- Project/Partner Mapping
- Joint Signage Campaigns
- Marketing Campaign

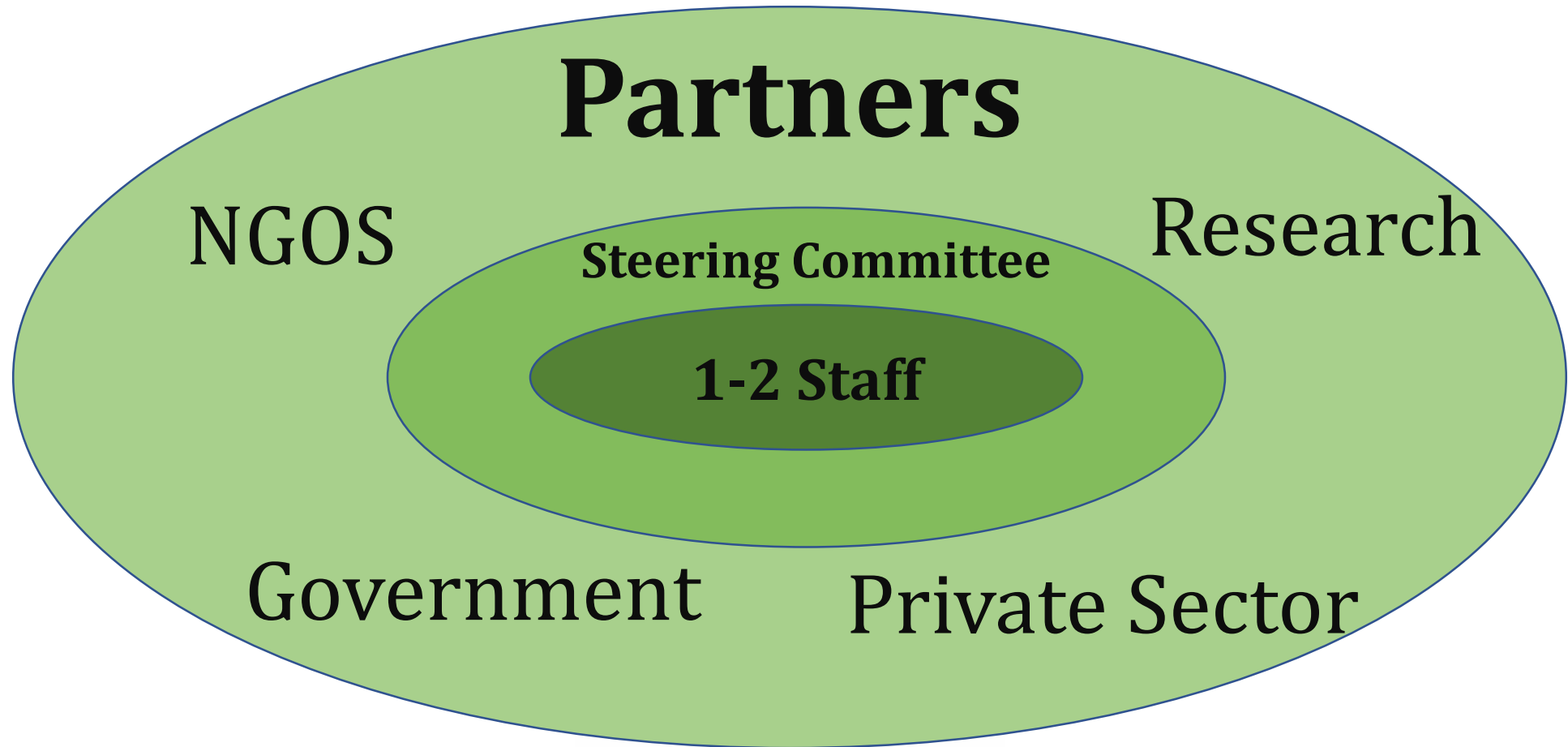
Proposed Roles

Role #3 – Build Partner Capacity

Metro DNA helps to build the capacity and reach of existing organizations and government agencies

- Host Workshops/Trainings
- Leverage Joint Funding and Resources

Metro DNA: Levels of Participation



Benefits of Partnership

- Participation and co-creation of collaborative projects
- Staffing support for collaborative projects
- Greater visibility of partners' efforts (e.g., partner project map)
- Amplification of partners' voices regarding benefits of nature
- Access to trainings and best practices resources
- Ability to leverage greater resources through collaborative projects
- Regional visions create compelling frame for collaborative projects

Guiding Principles

- Inclusive alliance
- Support role
- Elevate & amplify partners' efforts
- Diversity, equity, and inclusion integrated in all efforts
- Transparency in decision-making
- Knowledgeable advisors

Three-Year Goal

To Build a Regional Alliance to Enhance the Inclusion, Alignment, and Impact of Nature-Based Efforts to Ensure Healthy People and Natural Places in the Metro Denver Region



Programmatic Objectives

Objective #1: Support Meaningful Integration of Diversity, Equity, and Inclusion into Nature-Based Efforts

Objective #2: Promote Coordination and Collaboration among Cross-jurisdictional and Complementary Nature-based Efforts

Programmatic Objectives

Objective #3: Facilitate the Co-creation of Regional Strategies to Align and Mobilize Complementary Nature-based Efforts

Objective #4: Build Greater Public Awareness and Support for Natural Places and Equitable Access to Nature

QUESTIONS?



Strategic Plan Presentation & Feedback



Objective #1: Support Meaningful Integration of Diversity, Equity, and Inclusion into Nature-Based Efforts

Rationale:

- DE&I must be priority for region to reach long-term vision of creating a thriving place for **all** people
- Experts point to need for greater attention to DE&I among many nature-based efforts in the region
- Promote skills & capacity

Objective #1: Support Meaningful Integration of Diversity, Equity, and Inclusion into Nature-Based Efforts

Priority Activities:

- Internal DE&I Steering Committee Training
- Metro DNA Equity Strategy

Promising Additional Activities:

- Partner DE&I Training
- Partner Awards for Leadership in DE&I in Programming

Objective #2: Promote Coordination and Collaboration among Cross-jurisdictional and Complementary Nature-based Efforts

Rationale:

- Experts point to need for greater alignment among existing efforts
- Improve partners' alignment and reach
- Over long-term, lead to better integration of complementary conservation values into land use decisions and park plans

Objective #2: Promote Coordination and Collaboration among Cross-jurisdictional and Complementary Nature-based Efforts

Priority Activities:

- Host regular partner meetings
- Build communication platforms
- Facilitate development and implementation of collaborative project

Promising Additional Activities:

- Host annual summit
- Facilitate working groups

Objective #3: Facilitate the Co-Creation of Regional Strategies to Align and Mobilize Complementary Nature-based Efforts

Rationale:

- Experts describe as major opportunity
- Key mechanism to channel and align partners' efforts
- Over long-term, potential to attract greater public and private investments for nature and nature-based efforts

Objective #3: Facilitate the Co-Creation of Regional Strategies to Align and Mobilize Complementary Nature-based Efforts

Priority Activities:

- Host inclusive visioning sessions to identify shared values and goals
- Provide backbone support to working group(s)
- Facilitate identification and organization of advisory groups

Promising Additional Activities:

- Co-creation of regional strategies

Objective #4: Build Greater Public Awareness and Support for Natural Places and Equitable Access to Nature

Rationale:

- Experts describe as need
- Strategy to create greater understanding of nature's myriad of benefits
- Elevate work of partners
- Attract more investments in equitable access to nature

Objective #4: Build Greater Public Awareness and Support for Natural Places and Equitable Access to Nature

Priority Activities:

- Partner Project Mapping
- Ongoing Story Mapping

Promising Additional Activities:

- Marketing Campaign

Questions?



Table Discussions



Programmatic Objectives

Objective #1: Support Meaningful Integration of Diversity, Equity, and Inclusion into Nature-based Efforts

Objective #2: Promote Coordination and Collaboration among Cross-jurisdictional and Complementary Nature-based Efforts

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Objective #4: Build Greater Public Awareness and Support for Natural Places and Equitable Access to Nature

Bingo



Collaborative Project Brainstorm



Goals of Brainstorm

- Identify collaborative projects that are of interest to partners
- Provide opportunity for group to respond to ideas
- Walk out with 8 to 10 viable collaborative projects

Selection Criteria

- Promotes Equity & Inclusion
- Aligns with Metro DNA Programmatic Objective(s)
- Has Measurable Outcomes
- Holds Potential for Sustainable Funding
- Driven by Needs
- Generates Energy & Excitement

Collaborative Brainstorm Instructions



Thematic Intersections

- Active transportation, walkable streets & green gentrification
- Park funding & design
- Green infrastructure, wildlife & policy advocacy
- Active transportation, bike trails & active, healthy living
- Leadership, education & youth engagement

White Paper Write-ups

- Describe project in 2-4 sentences
- Explain importance in 1-3 sentences
- Describe which objective(s) it advances in 1-2 sentences
- If desired, draw, diagram or map project
- Include contact person

Gallery Walk



Closing Activities



Test Question: This summer, what will you spend the most time doing:

- A. Gardening**
- B. Hiking**
- C. Biking**
- D. Reading**
- E. Swimming**

Please rate your level of excitement about Metro DNA:

A. SUPER Excited = 😄

B. Excited = 😊

C. Minimally Excited = 😐

D. Not feeling it = 😞

E. Other

How well do Metro DNA's proposed activities align with your ideas about the region's needs and opportunities:

- A. Very aligned**
- B. Aligned**
- C. Somewhat aligned**
- D. Not aligned**
- E. Not sure**

Please rate your current level of interest in participating in Metro DNA:

- A. High interest
- B. Moderate interest
- C. Limited interest
- D. No interest
- E. Other



What Standing Committees might you be interested in joining:

- A. **Equity Committee** – focused on internal integration of DE&I, including equity strategy & training
- B. **Communications Committee** – focused on communications with public and decision-makers
- C. **Fundraising Committee** – focused on identifying and applying for collaborative project funding
- D. **Partner Outreach Committee** – focused on building alliance membership
- E. **Steering Committee** – focused on strategic and high-level programmatic decisions

Do you think your organization would be willing to pay yearly dues (on a sliding scale) to be a Metro DNA partner:

- A. Definitely yes**
- B. Probably yes**
- C. Maybe**
- D. Unlikely**
- E. Not sure**



If you think your organization would be willing to pay dues, what range do you think it might be willing to pay:

- A. 0-\$250**
- B. \$251-500**
- C. \$501-1000**
- D. \$1001-5000**
- E. \$5000+**

Next Steps

- **Finalize strategic plan & business plan**
- **Select priority collaborative project**
- **Upcoming meetings**

Closing Circle

