Collective Action: Partnerships for a Healthy Urban Forest

*Developing a New Way of doing Business*

David Cohen, The Intertwine Alliance
Interim Executive Director/Program Director
The Vision
Questions that guided and shaped TIA’s strategic development:

- Where are the gaps in our sector that create barriers to effectiveness?
- How do we scale up our sector’s work?
- How can we support our many partners so they can be more impactful?
- What role could we play in fostering successful collaborations?
- Can we be a catalyst to bring non-traditional partners to our table?
- How do we shape our sector so we no longer feel like a “special interest”?
- Is there a strategic role can we play to bring in significant new funding for our partners’ work?
Doing business in a different way

Create an organization that will:

- Be the holder of the regional vision
- Build successful collaborative efforts – break down silos and leverage assets
- Engage new, non-traditional partners and nurture cross-sector conversations
- Convene and connect – build and leverage the social capital
Intertwine Basics

- Launched in 2007
- Incorporated as 501(c)3 in 2011
- 4 FTE (approx. $300K operating budget)
- 164 partners
- Primarily funded by the partners
- Portland – Vancouver metro region (4 counties/28 jurisdictions)
Primary Focus

- **Investment** – finding new funding sources to support our partners work
- **Engagement** – building a bigger choir that values and stewards our parks and natural areas
Our Scope

- Health and Nature
- Equity
- Public Engagement
- Conservation Education
- Conservation
- Active Transportation
- Urban Forestry
- Parks
- Ecosystem Services
- Economic Development
- Trails
Collective Impact is the commitment of a group of players from different sectors to develop a common agenda and shared action plan for solving a complex community-driven challenge.
Regional Conservation Strategy and Biodiversity Guide
Trail Signage Project
Daycation App

Daycation

BIKING BRIDGETOWN
July 22, 2017

By Marty Rachap | Momentum Alliance

Do you enjoy biking across bridges? Do you love the cool under a highway overpass? Do you want to explore scenic bike paths along the Willamette river? If so, this Daycation is for you!

Ride across -- or under -- all eight of Portland’s traffic bridges on the perfect Daycation for a cool afternoon.
Communications Platform

This week in Outside Voice:

**HOUSELESSNESS IN NATURAL AREAS**
Conservation and social service professionals come together for a compassionate approach

by Kathleen Guillory, Bonneville Environmental Foundation

*Outside Voice* is a partner-contributed blog published two to four times a month by The Intertwine Alliance. We welcome ideas and submissions; please send them to blog editor Tara Wilkinson at tara@theintertwine.org.
Intertwine Project Network

The Intertwine Alliance is a coalition of 150+ public, private, and nonprofit organizations working to integrate nature more deeply into the Portland-Vancouver metropolitan region.

Explore Places & perspectives

Project Network Partners at work

The Alliance A growing coalition

INTERACTIVE MODEL OF THE PROJECT NETWORK

The interactive model of the Intertwine Project Network shows the relationships and connections between each of the projects and its partners working in one or more of 12 focus areas. Explore this web of widespread regional impact by zooming in and out, or by clicking on a project or partner for more information about it.

Interested in joining the project network? It’s easy! Here’s how.
Intertwine Projects

- A collaboration by three or more organizations that aligns with The Intertwine Alliance vision and values.
- Only one of the three lead organizations needs to be an official Intertwine Partner.
Role of The Alliance in the Project Network

- To help support Intertwine Projects with the resources and connections they need to be successful.
- To create a more impactful story of the region’s progress and effectiveness in moving closer to our grand vision.
Benefits to Partners

- Eligible for staff support
- Connections
- Web presence
- Use of brand
- Endorsement of quality
- Exposure to funders
Greater Forest Park Conservation Initiative
Oak Prairie Work Group

Conserving Oregon White Oak in Urban and Suburban Landscapes

By Mark Griswold Wilson & Ted Labbe | June 2017
Summits and Forums

- Accelerate our shared vision
- Public, private and nonprofit
- Track and celebrate success
- Support interaction
- Work across boundaries
Force of Nature Awards

- Outstanding Organization Award or Special Project for a Large Organization
- Outstanding Organization Award or Special Project for a Small/Mid-size Organization
- Equity and the Environment Award
- Young Professional Award
- Lifetime Achievement Award
Urban Forestry

Urban Forestry Un-Forum – Adapting to a Changing Region

Un-Forum Topics

- Development/Regional Growth and Saving our Mature Trees
- Sharing the Benefits of our Urban Forests Equitably
- The Challenges with Street Trees
- Maximizing Tree Diversity for Healthier Habitats
- The Economics of Urban Forests
Equity Initiative
Equity Initiative

- We don’t need to keep preaching to the choir
- Certain people and groups feel left out of the movement
- There are barriers that groups come up against that affect access and participation
- Our work force is not as diverse as we need it to be for us to feel successful
**TIA Equity Strategy**

- Organizational cohorts for learning and support
  - Raising Awareness/General Trainings
  - Assessment cohort
  - Implementation support

- Leverage funding to allow more groups to receive trainings

- Internal work at the staff and board levels

- Playing the role of thought leader and advocate to advance DEI work in our sector
Health & Nature Initiative
Health & Nature Initiative

- We have not leveraged the research that highlights the health benefits of nature
- This connection could help increase the level of relevancy and urgency of our work with the broader public
- The health sector could be a significant funding source for our work if we can align our goals and programs
Health & Nature Initiative

- Greening of Schoolyards Project
- RxPlay Project
  - Using the Parks Prescription concept to connect people with parks and other providers
  - Using a neutral navigator to connect families to activity providers
  - Personal support, follow up and reinforcement
What’s Next

- Executive Dir. search and hire
- Assess and recalibrate our past and current efforts to determine what the next phase of work looks like
- Make a renewed commitment to developing larger funding strategies
- Continue to build new alliances with non-traditional partners
- Work with other groups to support network building efforts
Lessons Learned

- You need a third party to keep partners deeply engaged and meaningful collaborative efforts going forward
- Communications plays a key role
- Being neutral is a challenge
- This work is really about building relationships
- Remember to celebrate!
The Intertwine Alliance
Where Leaders Find Common Ground

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