

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



HIKE
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BIKE
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FLY A KITE



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[HOME](#)[ABOUT](#)[FIND YOUR DAYCATION](#)

[SW PDX](#)[NE PDX](#)[SE PDX](#)

BIKING BRIDGETOWN
July 20, 2017
By Morty 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.


Featured Daycations

Car-Free in Washington Park
August 31, 2017

Categories
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Communications Platform





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[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 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.



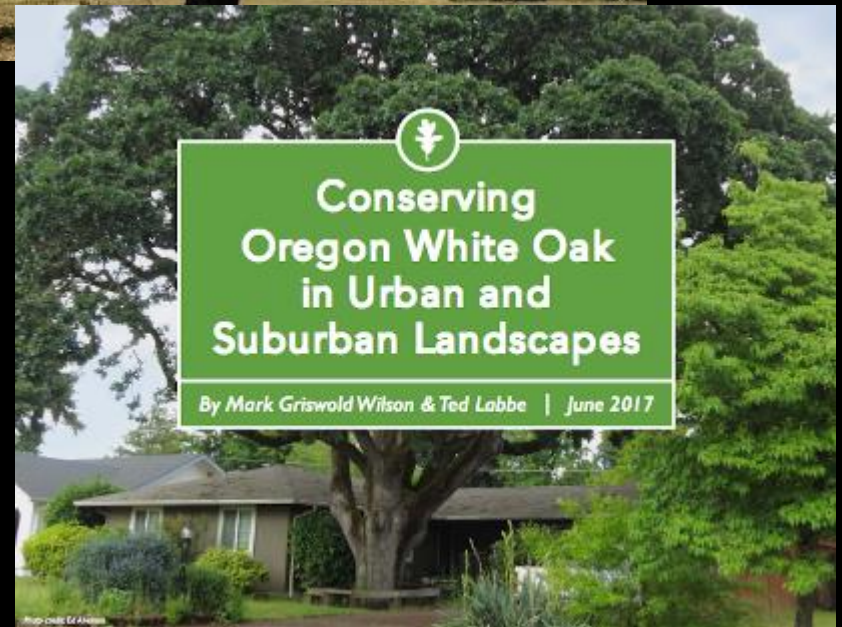
Benefits to Partners

- 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





Summits and Forums





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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