

NFWF Regional Collaborative Spotlight Series

Urban Collaboratives: Targeting Cities & Interesting Infrastructures

Session 4. Collaborative Leads

Joe Rieger, The Elizabeth River Project; **Nissa Dean**, Alliance for the Chesapeake Bay
Funder Synthesis

Jake Reilly, NFWF

Group Process Synthesis

Jennifer Miller Herzog, Land Trust Alliance

Moderating

Dave Hirschman, Hirschman Water & Environment, LLC

NFWF's Goals for the Series

- Strengthen understanding and application of collaborative models for Bay restoration
- Support development, growth, and sustainability of local and regional collaboratives
 - ✓ **Seed future NFWF INSR project opportunities**
- Identify leaders and practitioners of successful collaborative models to share their knowledge and expertise
- **Advance the practice of collaborative conservation for Bay restoration**

Metrics of Success. Recommended to NFWF by UVA IEN

- Motivation: *Factors that Inspire and Sustain Engagement*
- Capacity: *Factors that Empower Collaboratives*
- Effective Process: *Factors that Facilitate Collaboration*
- Evaluation: *Factors that Advance Effectiveness and Impact Over Time*

Today's Agenda

- Use the Chat Box!
 - Introduce yourself and your organization in the Chat Box.
 - During the panel discussion – we have “Chat Hosts” who will pool your Qs and we’ll cover as much as possible.
 - Resource links will be posted in the Chat Box throughout the discussion.
- Featured Collaborative Leads will present first.
- Brief synthesis from Funder and Group Process folks will follow.
- Panel discussion including Collaborative Leads, Funder and Group Process folks to explore your Qs.
- A sneak preview of the next session in the Regional Collaborative Spotlight Series.
- You’ll be invited to participate in a couple of polling Qs throughout.

Elizabeth River Project – Using Collective Impact for 25 Years to Restore One of Our Nation's Greatest River

Joe Rieger
Deputy Director - Restoration
August 25, 2020



Started:
4 citizens around a kitchen table, 1991



By 1991 - Elizabeth River perceived as “dead”



- ✦ Liver cancer, bottom-dwelling fish
- ✦ Urban legends –six shots if you fall in!

**MOTIVATION: The Elizabeth River is the common linking thread
motivating our community**



CAPACITY : Capacity is built by gaining trust among stakeholders

- ✦ Trust is a key factor for building capacity in a community
- ✦ A community is willing to be more involved when they know it is a collective effort
- ✦ Builds a “family” atmosphere where they trust the partners, but might not see the same point of view
- ✦ Developing personal relationships results in greater capacity, greater results



EFFECTIVE PROCESS: Collective Impact used to develop and implement a Watershed Plan

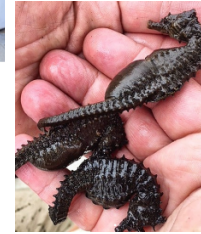
- Over 100 diverse stakeholders worked together to develop and implement a Watershed Plan every six years
- Independently facilitated
- Plan is developed with input from river wide data
- Not Elizabeth River's Plan, but the community' plan
- The plan keeps us focused on the river's most significant needs



Collective Impact Model

(Stanford Social Innovation Review)

- ✈ **Common Agenda** –Watershed Plan
- ✈ **Shared Measurement Systems** – State of the River
- ✈ **Mutually Reinforcing Activities** – One the ground projects carried out by stakeholders.
- ✈ **Continuous Communication** – Workgroups work together to track progress and address areas which may need to be addressed.
- ✈ **Backbone Support Organizations** – Elizabeth River Project



EVALUATION: Monitoring results are critical and need to be provided to the community to show progress.



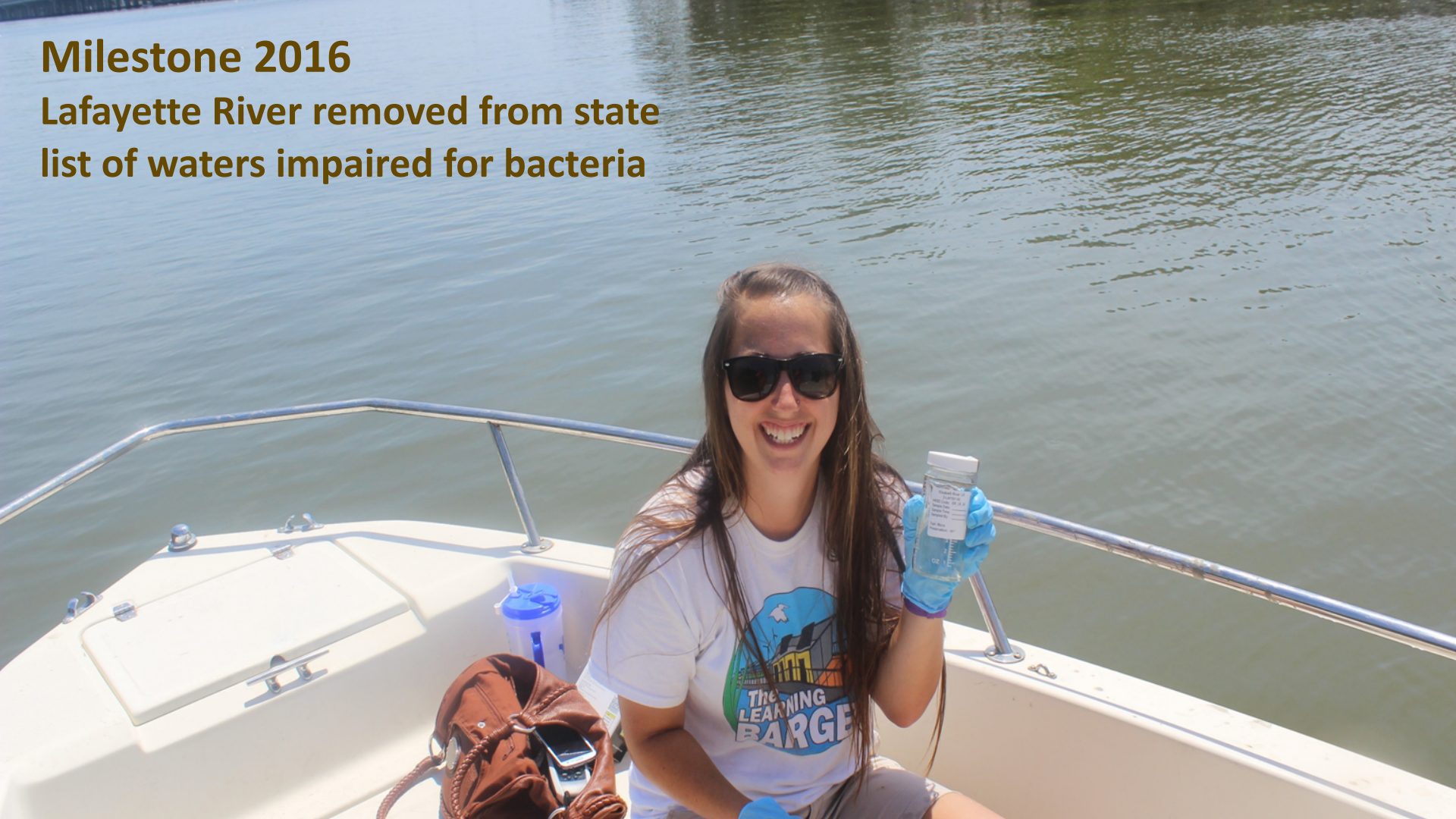
Milestone 2010


36 M lbs. of contaminated sediment removed and fish cancer rate dropped to background level



Milestone 2016

Lafayette River removed from state
list of waters impaired for bacteria



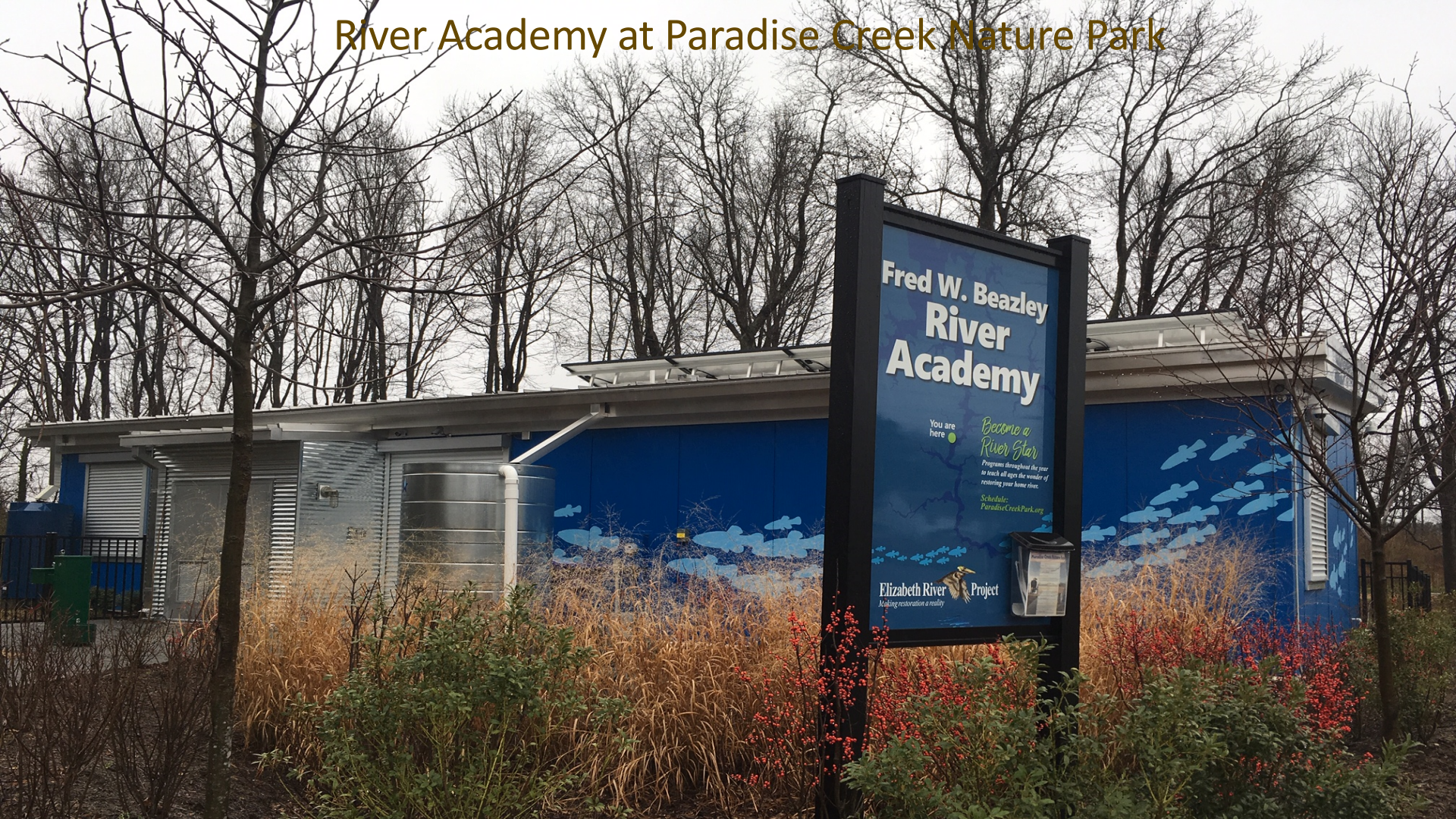


River Star Businesses

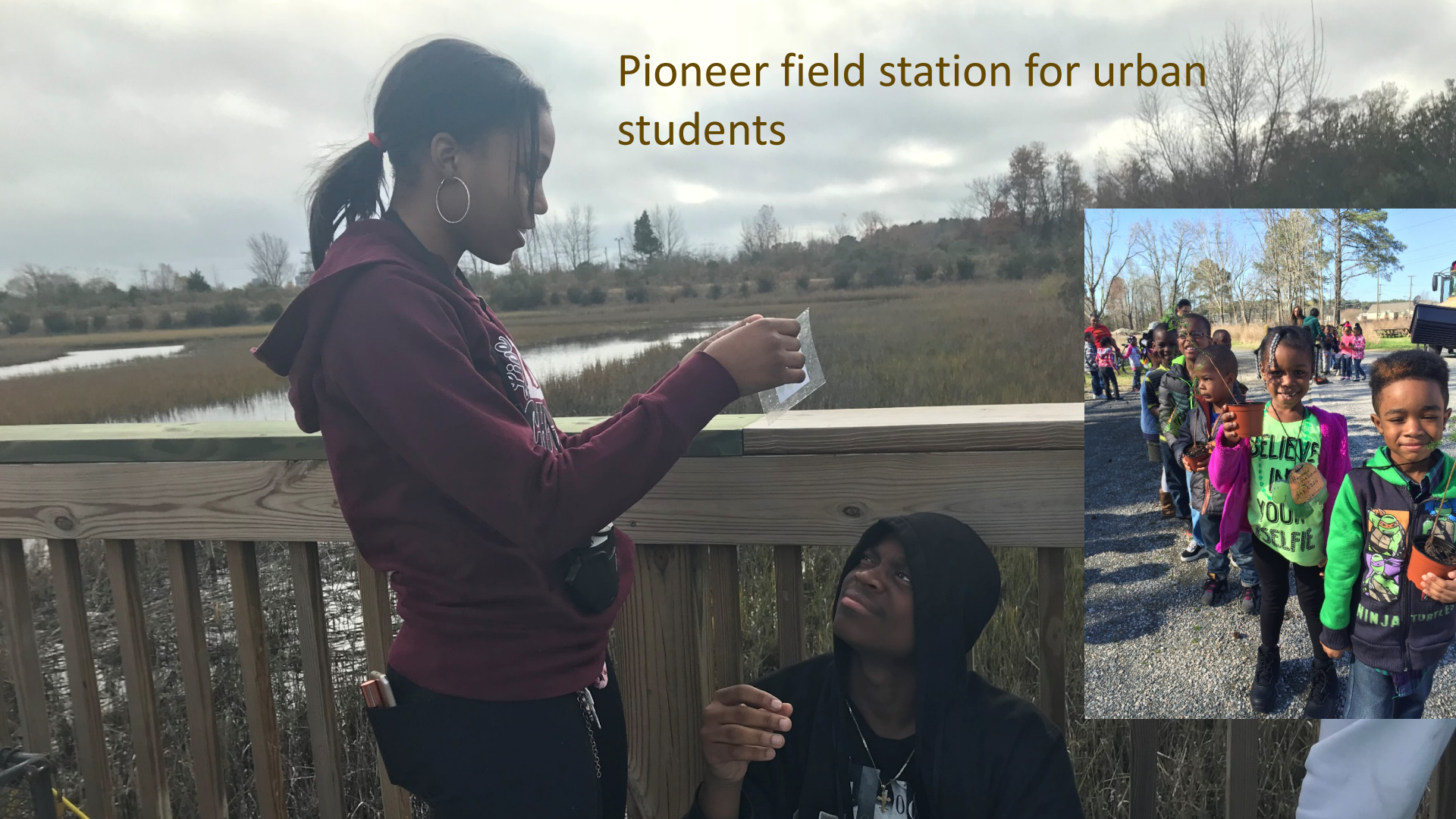
Voluntarily reduced pollution by 356 M lbs. since 1997

Created or conserved 1,852 acres of wildlife habitat.

River Academy at Paradise Creek Nature Park



Pioneer field station for urban students



Lessons Learned

- ✿ Continually work on building trust, without community trust you will not succeed.
- ✿ Your stakeholders and partners are your most important asset in urban restoration, empower them.
- ✿ Develop a community plan, you might think you know what the community wants or needs, but a plan developed by the community will have more success during implementation.
- ✿ Celebrate successes with the community, and also acknowledge and learn from mistakes.
- ✿ Monitoring results for progress needs to be easily understood by the community.



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Follow 'Elizabeth River Project'
on Facebook



RVAH2O

Cleaner Water Faster Green Infrastructure Master Plan

Nissa Dean
Virginia State Director
Alliance for the Chesapeake Bay

About Us

Mission

The Alliance brings together communities, companies, and conservationists to improve our lands and waters.

Vision

Clean streams and rivers flowing through resilient landscapes, cared for by the people who live, work, and play in the Chesapeake Bay watershed.

- ★ Lancaster, PA
- ★ Richmond, VA
- ★ Washington, DC



Four Pillars of Our Work



Agriculture



Forests



Green
Infrastructure



Stewardship
and Engagement

Building Resiliency Among Our Communities and Landscapes

Green Infrastructure Projects



Green Infrastructure Projects



RVAH2O Cleaner Water Faster



Middle James Roundtable



CHESAPEAKE BAY
FOUNDATION
Saving a National Treasure



INSTITUTE for
ENGAGEMENT & NEGOTIATION
Shaping Our World Together



Motivation



About VNRLI: Mission and Vision

The VNRLI VISION is: Virginia's communities will engage in productive dialogue and collaborative problem solving of natural resource issues important to community sustainability and, thus, be able to effectively manage, conserve, and protect Virginia's natural resources.

The VNRLI MISSION is: To develop leaders in the Commonwealth who can help groups involved in contentious natural resources issues move beyond conflict toward consensus building and collaborative problem solving.

Capacity & Effective Process



Evaluation



Land Conservation

Target: 10 acres
Achieved: 113 acres



Natives & Invasives

Target: Use 80% in new landscaping
Achieved: In progress



Riparian Areas

Target: 10 acres
Achieved: In progress



CSS Infrastructure

Target:
WWTP nutrient removal, CSO
sewer separation, WWTP WW
flow upgrade

Achieved:
WWTP nutrient removal, CSO
sewer separation



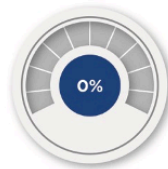
GI in MS4

Target: 104 acres
Achieved: 13 acres



GI in CSS

Target: 18 acres
Achieved: 4 acres



Potable Water Conservation

Target: Reduce use by 10%
Achieved: In progress



Pollution Identification & Reduction

Target: Reduce pollution
Achieved: In progress



Stream Restoration

Target: 2,500 lf
Achieved: 15,580 lf



Trees

Target: 80 acres, 24,000 trees
Achieved: 24 acres, 7,124 trees



Green Infrastructure Master Plan

- **Partnership: DPU and RVAH2O**
- **National Fish & Wildlife Foundation Grant**
 - Develop GI Master Plan
 - Clean Water Plan – 3 Priority Watersheds
 - Gillies Creek
 - Shockoe Creek
 - Manchester Canal/Goose Creek
 - GI project prioritization tool

Collaboration

Motivation

Factors that inspire and sustain engagement

Capacity

Factors that empower collaboratives

Evaluation

Factors that advance effectiveness over time

Effective Process

Factors that facilitate collaboration





Thank You!



@Allianceforthebay



@AllianceForBay



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Discussion

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What's Next?

Thu – AUGUST 27, 1:30 PM – 3:00 PM

Agricultural & Rural Collaboratives: The Shenandoah Valley – Resources, Relationship & Effective Process

Kate Wofford, Alliance for the Shenandoah Valley
Rory Maguire, Virginia Tech

What do we know about these two regional collaboratives?

- The Shenandoah Valley has been a focal point for collaborative approaches including the Waste Solutions Forum, Smith Creek Partnership, and others.
- Two regional-scale collaboratives have emerged!
- How do we take good work in the past and roll it into NEW collaborative energy & sustaining success over time?