



# COLLECTIVE IMPACT FORUM



Welcomes you to the

**Collective Impact Virtual Coffee**

## **Aligning Partners in Collective Impact**

**December 6, 2018**



# Welcome from the Collective Impact Forum

- We want to hear from you! Share your **questions** in the question box on the right.
- A **recording** of today's discussion will be made available by tomorrow. We'll send you an email once it's up in the Collective Impact Forum resource library.
- Download a PDF of today's presentation in the Handout Section on the right of your screen.



**Jennifer Splansky  
Juster**  
Executive Director,  
Collective Impact Forum



# Thank you for joining

## Join the conversation

# 1

### Ask a question

Send questions via the Q&A box on the right of your screen.

# 2

### Share on Twitter

#Clvirtualcoffee  
#collectiveimpact  
@CIForumTweets

## Technical assistance

E-mail **Ask for assistance in the Question box on the right or email [info@collectiveimpactforum.org](mailto:info@collectiveimpactforum.org)**

# New Research on Collective Impact



- Published earlier this year from Spark Policy Institute and ORS Impact, the research study **When Collective Impact Has an Impact** examines the question:
  - “To what extent and under what conditions does the collective impact approach contribute to systems and population changes?”

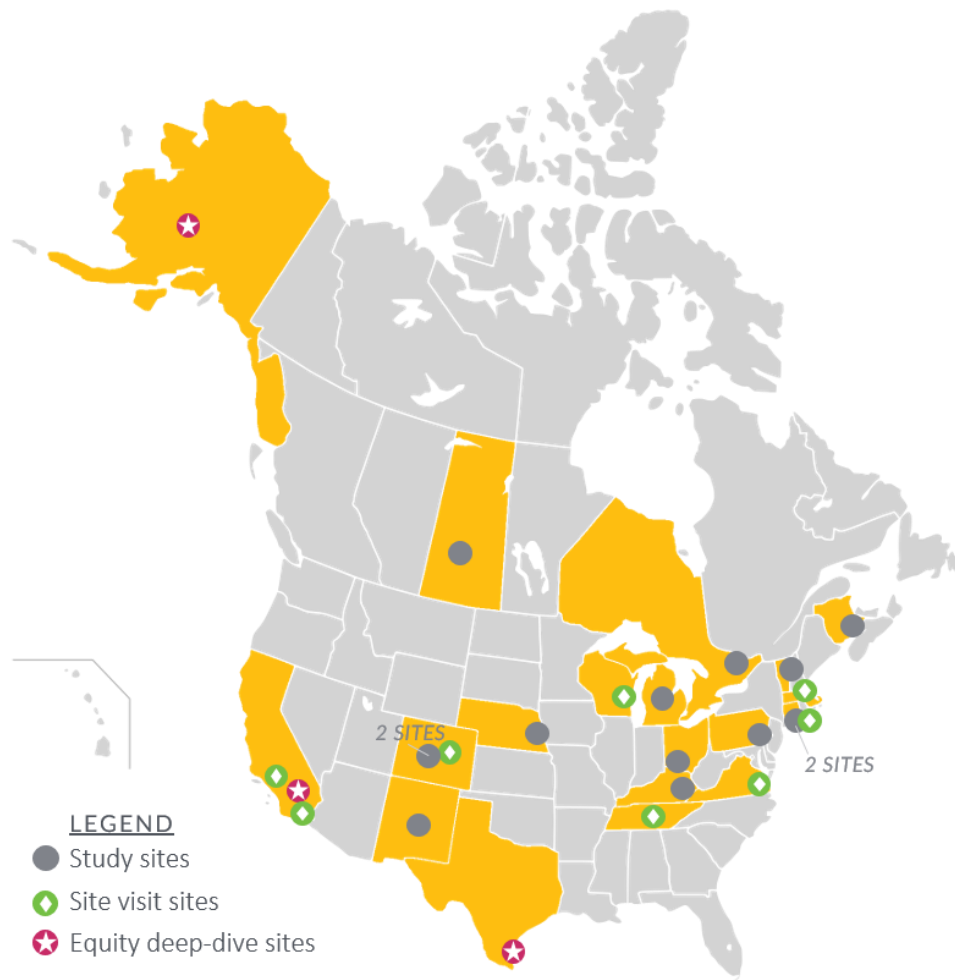
The full report is available for free download at  
[collectiveimpactforum.org](https://collectiveimpactforum.org)



# New Research on Collective Impact

The Elizabeth River Project was one of 25 sites that participated in the research study

STUDY SITES ●	
Colorado (2)	SITE VISIT SITES ◆
Connecticut (2)	
Kentucky (1)	
Michigan (1)	
Nebraska (1)	
New Brunswick, Canada (1)	
New Mexico (1)	
Ohio (1)	
Ontario, Canada (1)	
Pennsylvania (1)	
Saskatchewan, Canada (1)	
Vermont (1)	EQUITY DEEP-DIVE SITES ★
Alaska (1)	
California (1)	
Texas (1)	



# Today's Collective Impact Virtual Coffee Guests



**Marjorie Mayfield Jackson**

Executive Director  
The Elizabeth River Project



**Joe Rieger**

Deputy Director - Restoration  
The Elizabeth River Project

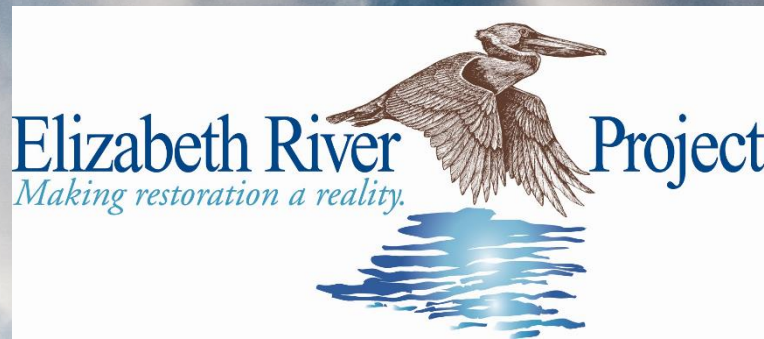
## Share Your Questions:

Send questions via the Q&A box on the right of your screen.

## Share on Twitter

#CIVirtualCoffee  
#collectiveimpact  
@CIForumTweets

- *Practicing Collective Impact 22 Years*
- *Result: Turnaround of an Urban River Once Presumed Dead*



# *Elizabeth River: Economic Artery, SE Virginia*





# *Better Known as Norfolk Harbor*

- Dominant natural feature of four VA cities



# Elizabeth River as Port



- One of the most industrialized rivers in U.S.
- World's largest: naval base, coal exporter

# *Elizabeth River as Playground*



- **Largest free maritime festival in America**
- **Milepost 0 – Intracoastal Waterway**

## *Elizabeth River as Living Estuary*



- Important nursery for blue crabs of the Chesapeake Bay

***By 1991 –  
Elizabeth River perceived as dead.***



- “Most deformed fish” contests
- Urban legend – six shots if you fall in!



Elizabeth River Project  
*Making restoration a reality.*

**Challenge:**  
**How to get diverse interests  
to agree on river improvement?**

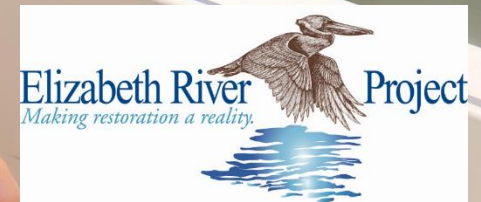
# Today: Collective Impact Model

- Among top sites studied nationally
- Topic of academic book



# Milestone

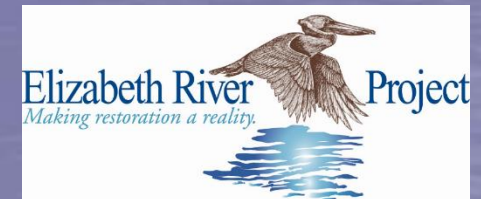
- Lafayette removed from state list of waters impaired for bacteria by 20+ partners





# ***Milestone Expected Oct. 2018***

- Lafayette to become first VA river fully restored for oyster habitat



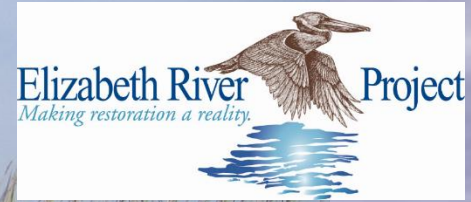
***Milestone - 36 M lbs of  
contamination removed  
(7 industries, EPA  
worked together)***

Elizabeth River Project

*Making restoration a reality.*

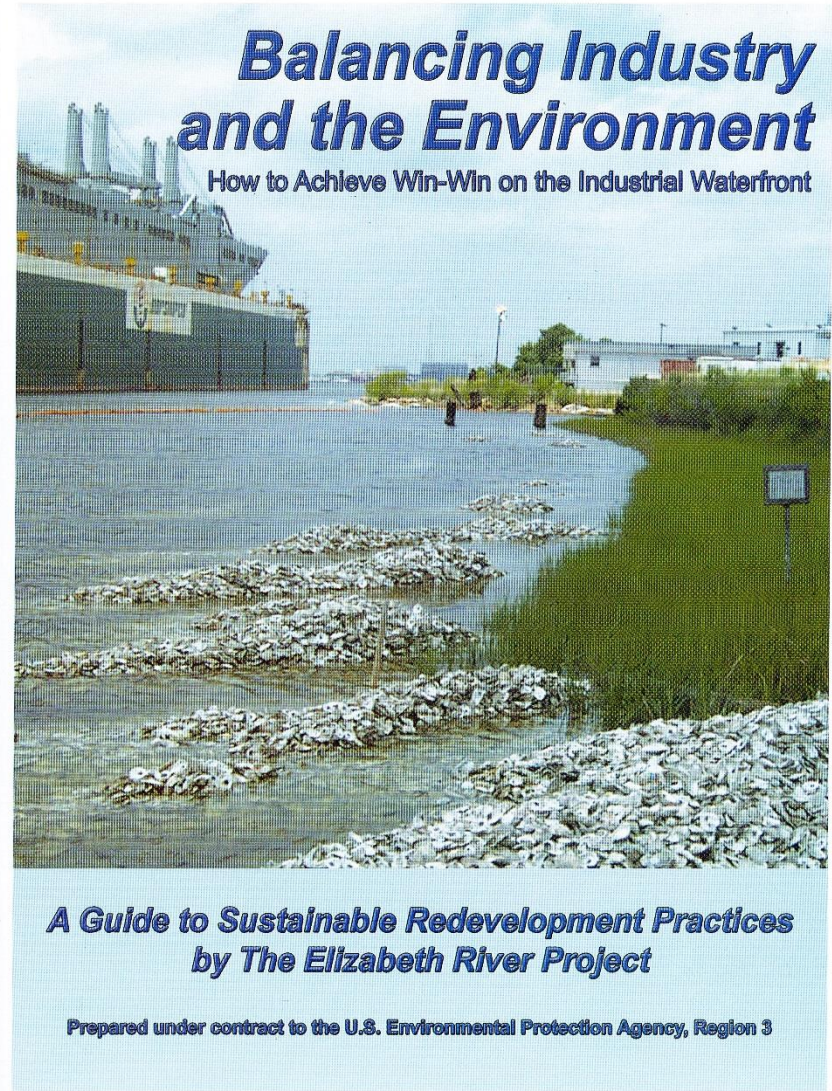
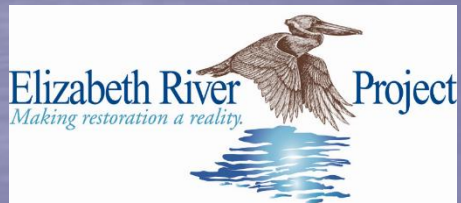


# Fish cancer: 40% to 6 %

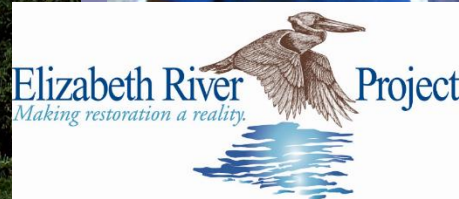


# River Star Businesses

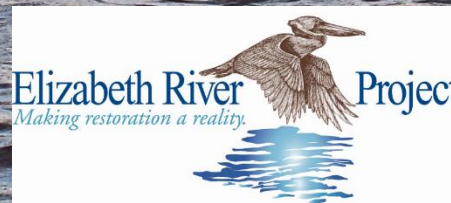
- 125 businesses have voluntarily reduced pollution by 334 M lbs since 1997



# 5,000 River Star Homes reduce pollution so effectively, 3 cities pay for their services



# The Learning Barge: Floating wetland classroom - maintenance donated, port community





# Polarized to pulling together: 3 secrets

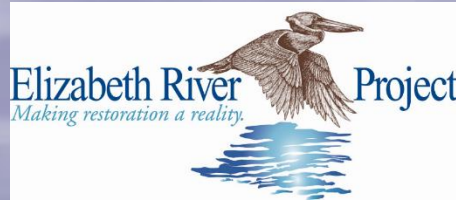




***1) Hire the best professional facilitator you can find.***

- Expertise needed to find “win-win” between interests that don’t trust each other





***2) Invite all the interests to the table ...  
then help them truly get to know each  
other as humans.***

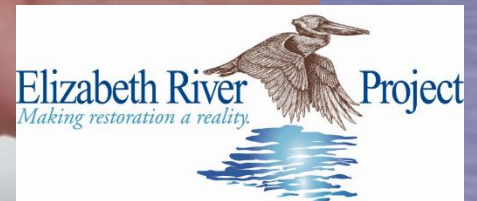
- Beer, clam bakes, overnight retreats  
on deserted islands have worked for us.



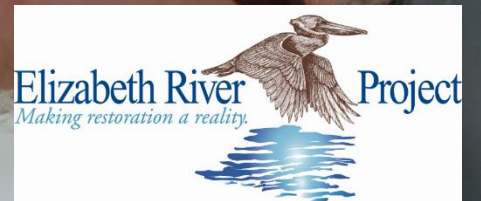
***3) If there is someone who could stop your plan, go and sit at their kitchen table***  
***- LISTEN.***  
***= “Implementation Genius”***

# Living results

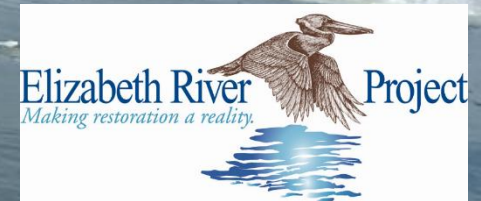
## Lined Seahorses



# Brown Shrimp



# Christmas seal



# Q&A

Send questions via the questions box on the right side  
of your screen



## Upcoming Forum Learning Opportunities

### Collective Impact Forum Virtual Coffee Series

- December 17 - Prioritizing Feedback Loops: Lessons from Funders and Grantee Partners

### 2019 Collective Impact Convening

- May 14-16, 2019. Chicago, IL
- The Forum's largest, field-wide learning event of the year
- The full agenda of 40+ sessions, including plenaries, case studies, and tool sessions, is now online on the convening website.
- Forum events fill up far in advance. Register soon to save your spot (and get that early bird rate!)

**Thank you for  
joining us!**