THE INTERTWINE ALLIANCE

40 Mile Loop Land Trust  ■  Audubon Society of Portland  ■  Barlow Trail Association
Bicycle Transportation Alliance  ■  bycycle.org  ■  Chinook Trail Association  ■  City of Durham  ■  City of Fairview  ■  City of Forest Grove  ■  City of Gladstone  ■  City of Hillsboro Parks & Recreation  ■  City of Portland Bureau of Environmental Services
City of Portland Water Bureau  ■  City of Tigard Parks & Recreation  ■  City of Troutdale Parks  ■  City of Tualatin  ■  City of West Linn Parks & Recreation  ■  City of Wood Village  ■  Clackamas County Soil and Water Conservation District  ■  Clackamas County Urban Green  ■  Clean Water Services  ■  Columbia Land Trust  ■  Columbia Slough Watershed Council  ■  Columbia Sportswear  ■  Cornelius Parks & Recreation  ■  Cycle Oregon  ■  Doubletree Hotel and Executive Meeting Center  ■  Entercom  ■  Forest Grove Parks & Recreation  ■  Forest Park Conservancy  ■  Friends of Baltimore Woods Friends of North Clackamas Parks  ■  Friends of Smith and Bybee Lakes  ■  Friends of Trees  ■  Gresham Parks & Recreation  ■  Hoyt Arboretum  ■  Jackson Bottom Wetlands Preserve  ■  Johnson Creek Watershed Council  ■  Jubitz Corp  ■  Kaiser Permanente  ■  Keen Footwear  ■  Kimpton Hotel  ■  Lake Oswego Parks & Recreation  ■  Metro National Park Service  ■  National Recreation and Park Association  ■  Native American Youth Association  ■  Nau Incorporated  ■  Nelson Nature Photography  ■  New Seasons  ■  North Clackamas Parks & Recreation  ■  Northwest Trail Alliance  ■  nwGreenway
Vancouver-Clark Parks & Recreation Dept  ■  Washington County Facilities and Parks  ■
Wallis Engineering  ■  Washington County  ■  Washington County Visitors Association Wetlands Conservancy  ■  Wilsonville Parks & Recreation

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Many organizations have contributed to our success to date. The organizations listed in bold have signed-on as formal Intertwine Partners and are the foundation of The Intertwine Alliance.
April 9, 2010

Dear Intertwine Alliance Partners,

In the spring of 2007 we invited Chicago Mayor Richard Daley and other parks visionaries to a “Connecting Green” summit at the Gerding Theater and challenged ourselves to be bolder in our aspirations for the region’s network of parks, trails and natural areas. Our plan centered on the notion that we might build on years of experience collaborating on urban conservation to create a new kind of alliance, one that makes us, both individually and collectively, more visible, efficient and effective.

Since that first Connecting Green summit almost three years ago, dozens of organizations and hundreds of civic leaders, elected officials, private executives and professionals from many fields have invested time and money in the inter-organizational collaboration we now call The Intertwine Alliance. This report is our first formal accounting of results. The growth of The Intertwine Alliance has been rapid. The Alliance is quickly becoming a powerful movement with some important early victories. However, the intention of this report is to address both challenges as well as successes. There are two challenges that we want to respond to up front. These are questions that even the core group of die-hards that has been pushing the Alliance relentlessly forward for three years has, at times, had to confront: Is The Intertwine Alliance here to stay? And, will the Alliance help my cause?

**IS THE INTERTWINE ALLIANCE HERE TO STAY?**

New initiatives come and go. What makes this one different? One clear difference from past initiatives is that The Intertwine Alliance is not solely a government program or solely a nonprofit initiative, but a collaboration of many partners. It is not dependent on any
single agency, organization or leader and hence is far less likely to be swept out with the next election or the fortunes of one civic leader or another. Many private firms, nonprofit organizations and government agencies have invested their time, money and individual leadership to establish the Alliance. Each now has “skin in the game” and a stake in its success. Each adds strength and stability.

Further, as the Alliance continues to demonstrate its viability and effectiveness, partners are making increasingly durable investments in it. The Intertwine logo is starting to appear on parks signs and on the cover of books and other publications. Government agencies and nonprofit organizations are building The Intertwine into their budgets as a regular part of how they do business. Alliance partners are investing in The Intertwine for the long term. That is not to say that The Intertwine Alliance will not weather some storms as it continues to mature as a permanent fixture in the region. For example, one of our principle leaders, Intertwine founding visionary David Bragdon, will complete his second and final term as Metro Council President in January of 2011. While his platform will change, we certainly hope that we will continue to benefit from his leadership. We think, though, that regardless of the role that Council President Bragdon or any other individual Intertwine leader chooses in the future, the talent pool of committed leaders and the organizational support we now have in place is deep enough to sustain the Alliance.

WILL THE ALLIANCE HELP MY CAUSE?

The value proposition offered by the Alliance is clear, and has been borne out by the results documented in this report:

• **WE CAN BE MORE EFFECTIVE AS AN ALLIANCE.** We are more efficient and make a better case for our cause when we set clear regional priorities and work collaboratively towards them. Resources are scarce. We’ve got to create efficiencies by integrating our work on conservation, parks, trails, education and communications.

• **WE CAN BETTER CONNECT RESIDENTS WITH NATURE AS AN ALLIANCE.** We connect more deeply with residents when we join forces to co-brand and co-market the region’s natural assets. Acting alone, none of us has the budget to establish a regional brand and create a movement; acting collectively, we do.

• **WE CAN ATTRACT MORE INVESTMENT AS AN ALLIANCE.** We are more visible and more compelling to funders when we speak with one voice. Despite years of work, we are still at the point where the region’s natural areas are as much as 50% ecologically
degraded, and at the current pace our trail network will not be completed for more than 190 years. We can’t succeed without investment and we won’t get the investment we need without an alliance.

The Intertwine Alliance is based on the proposition that if we are truly going to create the world’s greatest network of parks, trails and natural areas it is going to take more than business as usual – it will take a movement. That is what will be required to change the transportation paradigm so that trails and other active transportation routes are viewed as serious transportation, not just “nice to haves.” It is necessary if we are to change the public investment paradigm so that parks, trails and natural areas are recognized as an integral element of our community’s essential assets, just like schools, pipes and roads. We will need a strong and energized coalition to establish state and national standing for urban conservation, so that its special educational opportunities and ecosystem values are recognized and attended to. Finally, it will take all of us working together to fully engage the residents of the region, ensuring that this and future generations will live healthier, happier lives and be better stewards of the natural assets of the Portland-Vancouver metropolitan region.

Thank you for being part of that movement and for your interest in this first accounting of what we believe will be an enduring and notable success story, both here in the Portland-Vancouver metropolitan region and nationally.

Sincerely,

Mike Wetter
The Intertwine Alliance Core Group

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**TABLE OF CONTENTS**

What Makes the Intertwine Alliance Different? 5  
A Brief History of the Intertwine Alliance 7  
Five Intertwine Initiatives and the “Core” that Holds It All Together 9  
How The Intertwine Alliance Is Organized 10  
Intertwine Initiative Updates 11  
Communications and Branding 20  
Our Predictions for 2010-11 22
The Intertwine Alliance 2010 – 11 Annual Report

The Intertwine is simultaneously a place, a coalition, a strategy and a way of life. It gives identity to the network of parks, trails and special places that residents of the Portland metropolitan region have always loved and enjoyed but which have never before been holistically presented. It connects and organizes many disparate organizations into a unified and effective force. It raises the bar on what we believe can be achieved in terms of acres restored and acquired, miles of trail built, and the quality and number of parks available to the public. Most importantly, The Intertwine more deeply connects residents with nature.
WHAT MAKES
THE INTERTWINING ALLIANCE DIFFERENT?

SEVEN PRINCIPLES THAT DISTINGUISH OUR WORK

The Intertwine Alliance is not just another nonprofit organization; it is a new way of doing business. In fact, The Intertwine Alliance is more a movement than an organization. It is founded on seven principles:

1. TO CONNECT. We create forums to share information and expertise including networking events and an online community. By sharing information and better integrating our work we leverage organizational strengths and resources to achieve the greatest impact.

2. TO BE INCLUSIVE. Our strength is in our coalition. We ensure that there is a seat at the table for those who are interested and willing to contribute. While we recognize that not every organization can be involved in every decision, our door is always open and we work towards consensus on major decisions.

3. TO BUILD THE CAPACITY OF COALITION PARTNERS. The purpose of the coalition is to integrate, not duplicate; we are a conduit for new resources rather than a new competitor for existing funds. The Alliance only performs those tasks that require a coalition or the integration of information or plans. Everything else is left to the partners in the coalition themselves, ensuring that we help build their capacity. The Alliance leverages the work that local, regional, state and federal government agencies and nonprofits are already doing.

“Being part of the Alliance is making us stronger. We are making progress on both the regional and the national stage that could not have been achieved by another means. These results will only continue to compound over time.”

– Meryl Redisch, Executive Director, Audubon Society of Portland
4. TO KEEP A SMALL FOOTPRINT. Rather than hire staff and rent office space, Alliance partners pitch in and get the work done mostly with existing staff. This arrangement works because Intertwine partners recognize that work they do for The Intertwine is an effective way to achieve their organization’s mission.

5. TO BRING IN MORE MONEY. The Intertwine Alliance is effective at bringing in new investment because it is able to present clear regional priorities, better leverage funds and help build collaborative strategies for implementation. Investors have confidence that their funds achieve optimal results.

6. TO MAKE THE MOVEMENT VISIBLE. We have established a brand and the collective energy that makes it clear there is a movement afoot. By banding together behind a unified banner (The Intertwine) we attract new notice from policymakers, funders and the residents of the region.

7. TO COLLABORATE. The Alliance adds value by bringing organizations and information together in new ways. For example, The Intertwine Alliance is helping bring together years of conservation planning work into an integrated regional conservation plan. The Alliance is helping integrate parks and trail data, transit information and information about restaurants, lodges and art galleries into a single, searchable website. If a project requires integration or a coalition, the Alliance is likely the right organization for the job.
A BRIEF HISTORY
OF THE INTERTWINING ALLIANCE

HOW WE GOT WHERE WE ARE TODAY

The events leading to today’s formalized alliance date back to the late 1980s, when a handful of citizens worked with Metro and local park providers to establish a new regional Metropolitan Greenspaces Program. This effort brought elected officials from throughout the Portland-Vancouver region together to create a masterplan for a bi-state, interconnected system of parks, trails and natural areas.

Building on that legacy, in 2006 a still ad-hoc coalition of organizations mobilized to successfully pass a $227.4 million bond for natural area acquisition in the Portland metropolitan region. In May of 2007, this coalition, led by Metro Council President David Bragdon, invited a host of parks visionaries from around the US, including Chicago Mayor Richard Daley, to a summit in Portland to explore the potential for a much more ambitious
agenda. Following that “Connecting Green” summit, a core group of park and conservation leaders began regular meetings to solidify the emerging coalition.

In April 2008, in a packed upstairs room of the Bridgeport Brewpub on the 20th anniversary of the Metropolitan Greenspaces movement, dozens of civic, nonprofit and private leaders pledged their support to what was then called the “Connecting Green Alliance.”

The Connecting Green Alliance joined with conservation coalitions in Chicago (Chicago Wilderness), Houston (Houston Wilderness), Cleveland (the Lake Erie Allegheny Partnership for Biodiversity) and, later, Los Angeles (Amigos De Los Rios) to begin working with federal officials to establish metropolitan conservation coalitions as the best practice for federal investment in urban conservation.

The Alliance organized initiatives in conservation, active transportation, conservation education, the regional system (integration and management of parks, trails and natural areas) and acquisition, but the most visible of all Alliance projects was the launch of a new name, logo and brand. Working with Alliance partner Travel Portland and their branding firm, Sockeye Creative, “The Intertwine” was launched as part of the annual “Parking Day” celebration in September 2009.
The Intertwine Alliance is organized into five interrelated initiatives as illustrated by the graphic to the left. The primary objective of these initiatives (sometimes called “petals” because the diagram resembles a daisy flower) is to help Intertwine partners become more effective and to increase investment in The Intertwine through collaboration, branding, communications, networking, strategy, advocacy and by developing regional plans and setting priorities. Partner organizations may participate in one or more of these initiatives.

1. **THE CONSERVATION INITIATIVE** is protecting and restoring the region’s biodiversity and fish and wildlife habitats.

2. **THE ACTIVE TRANSPORTATION INITIATIVE** is completing a network of bicycle and pedestrian trails and routes spanning the region.

3. **THE ACQUISITION INITIATIVE** is purchasing and protecting the best remaining land in the region to put into public ownership as parks, trails and natural areas.

4. **THE REGIONAL SYSTEM INITIATIVE** is defining, building and maintaining an integrated, world caliber network of parks, trails and natural areas.

5. **THE CONSERVATION EDUCATION INITIATIVE** is fostering stewardship by ensuring that residents of all ages have high quality opportunities to learn about all elements of The Intertwine.

**THE INTERTWINING CORE** ensures there is communication among the initiatives (petals) and promotes The Intertwine brand. The “core group,” advocates for policy initiatives and funding, facilitates collaboration, convenes research forums and tracks progress towards implementing The Intertwine vision.
HOW THE INTERTWINING ALLIANCE IS ORGANIZED

A COALITION APPROACH IS GETTING RESULTS

There are several ways for individuals and organizations to participate in The Intertwine. In fact, The Intertwine is founded on the principle of collective, collaborative action and relies on the direct participation of partners.

COUNCILS. All Intertwine partners are members of “The Intertwine Council of Partners,” which meets at least twice a year to help direct Intertwine activities. Other councils may be formed to set direction, shape strategy and champion the work of Intertwine “petals.” For example, an Executive Council for Active Transportation is made up of public, private and nonprofit leaders that champion the Active Transportation petal.

WORK GROUPS. The day-to-day work of each of The Intertwine petals and the work of the core is accomplished by work groups of professionals and citizen volunteers who provide research, coordination, meeting management, event management, planning, analysis and other necessary skills. For example, there is a work group that conducts the work of the Intertwine Alliance “Core” that is called the “Core Group.” Work groups are open to anyone interested in making a commitment to help with the work of The Intertwine Alliance.

FORUMS. Forums are large gatherings of those working on The Intertwine or on a particular Intertwine topic or petal. These meetings are important opportunities for professionals and citizen volunteers to share information and make connections. The “quarterly trails meetings” are an example, as are The Intertwine Alliance summits. Forums are open to all.

EVENTS. The Intertwine Alliance uses large-scale events to promote and celebrate The Intertwine. The annual “Park(ing) Day” celebration is an international event created by art and design collective Rebar in 2005 to celebrate green space in the urban environment. At the 2009 Park(ing) Day celebration, more than 20 local organizations collaborated to sponsor 17 different Park(ing) Day parks as the public launch of The Intertwine throughout our region. These spots were visited by hundreds.

BECOME A PART OF A GROWING MOVEMENT: BECOME A PARTNER!

Pledge your support and become a partner in the coalition. Tell us your interests and we’ll help you participate in ways that best meet your organization’s needs and objectives. Contact us at csulaski@theintertwine.org or (503) 288-5790 for more information.
INTERTWINING INITIATIVE UPDATES

REGIONAL SYSTEM INITIATIVE

The goal of the Regional System Initiative is to achieve an integrated, world-caliber interconnected network of parks, trails and natural areas. Local, regional and state parks providers are working to set priorities for the care and development of the system. In the long term, the Regional System Initiative plans to put in place a mechanism by which to plan and pay for parks, trails, natural areas and greenways as essential public assets, similar to the approach already taken for public services such as transportation, water, land use and public safety.

CURRENT AND RECENT PROJECTS

REGIONWIDE SIGNING. Sea Reach, Ltd. has a contract to complete an Intertwine signage plan by the summer of 2010. These signs will complement existing and future signage at intertwine sites. This is part of a broader effort, being conducted by The Intertwine core group, to brand and market The Intertwine through travel information, advertising, websites, maps and events.

SYSTEM ANALYSIS. This initiative will inventory the region’s parks, trails and natural areas, identify needs and document their benefits. Alta Planning has a contract to complete this work by the fall of 2010. This project will help The Intertwine Alliance plan for the future expansion and funding of the regional parks system.

BI-STATE TRAIL PLAN. A working group consisting of the National Park Service’s Rivers and Trails Conservation Assistance Program; Vancouver-Clark Parks; Metro; and the Urban Greenspaces Institute has created the first ever Bi-State Regional Trails Plan that will be unveiled at the April 9, 2010 The Intertwine Alliance summit.

Left. A long-term plan is in process but Vancouver-Clark Parks & Recreation was eager to get started. The Intertwine logo will soon appear on some park signs in Vancouver.
INTERTWINING INITIATIVE UPDATES

ACTIVE TRANSPORTATION INITIATIVE

The goal of the active transportation initiative is to complete a network of bicycle and pedestrian trails and routes spanning the region. The total network will span more than 900 miles. At current levels of investment, it will take more than 190 years to complete the network. The Intertwine Alliance has formed an Active Transportation Council to pursue federal transportation and stimulus funding, as well as local and regional funding, with the goal of significantly accelerating the completion of the network. Chaired by Jonathan Nicholas, Vice President of Corporate Communications for ODS, the Council includes elected officials, corporate executives and civic leaders.

CURRENT AND RECENT PROJECTS

CASE AND STRATEGY. In 2008, Metro convened a Blue Ribbon Committee for Trails that considered the costs and benefits of active transportation and determined that the region should increase its commitment. The committee developed a case and strategy for active transportation and staff mapped, cost-estimated and documented twenty major trails.

ACTIVE TRANSPORTATION CORRIDORS. State, regional and local government planners are working to identify and plan “active transportation corridors” that link bicycle and pedestrian routes with transit to help travelers create “complete trips.” The strategy is to create high-performing proposals that are able to better compete for transportation funding.
NEW STATE FUND. The Intertwine’s Active Transportation Initiative helped establish a new state trail fund in the Oregon Department of Transportation and has helped increase the amount of federal transportation funding from the Metropolitan Transportation Improvement Program that is invested in bicycle and pedestrian projects.

FEDERAL INVESTMENT. The Active Transportation Council selected four “active transportation corridors” to be submitted for $100 million in federal stimulus funds under the Transportation Investment Generating Economic Recovery (TIGER) program. The application was not successful, but it is likely that a second application will be submitted.

CITY OF PORTLAND BICYCLE PLAN. The City of Portland, an Intertwine partner, completed the Portland Bicycle Plan for 2030, which would triple the miles of bicycle routes in the City over the next 20 years. The City Council adopted the plan on February 11, 2010. The Council also approved a proposal by Mayor Adams to provide a $20 million “kick start” for the plan by coordinating investments with the Bureau of Environmental Services.

REDUCE FEDERAL BARRIERS. The Intertwine Alliance is working with Congressman Earl Blumenauer and the office of the US Secretary of Transportation to address federal regulations that make it difficult and expensive to build trails and bicycle routes with federal funds. The Intertwine Alliance is working with conservation coalitions in Chicago, Cleveland, Houston and Los Angeles to respond to a request by the Secretary’s office for specific federal regulations that need to be changed.
INTERTWINE INITIATIVE UPDATES

CONSERVATION INITIATIVE

The goal of the conservation initiative is to protect and restore the region’s biodiversity and fish and wildlife habitats. The Intertwine Alliance provides an opportunity to unify efforts that are ongoing across the bi-state area and to provide a forum to advance conservation outcomes at different scales. From urban ecoroofs to oak prairie restoration, the conservation initiative covers a broad spectrum of strategies implemented by various partners. Funding requests to implement key conservation priorities are pending.

CURRENT AND RECENT PROJECTS

REGIONAL CONSERVATION AND BIODIVERSITY FRAMEWORK. A broad coalition of partners, including local, state and federal officials as well as nonprofit leaders, is developing a regional conservation and biodiversity framework. This science-based effort will identify regional priorities to protect and restore habitat and will be used to attract new investment in restoration and conservation activities. The first elements of the framework will be complete in the spring of 2011.

COLLABORATIVE RESTORATION. Scientists and natural area resource managers from around the region are working to develop a better understanding of what kind of

Overlook Bluff (Before): Invasive species had overwhelmed natural vegetation, degrading the area’s ability to support natural systems.

Overlook Bluff (After): Portland Parks and Recreation restoration efforts show dramatic results. (Photos by Portland Parks and Recreation)
restoration – and how much of it – is happening around the Intertwine. They are sharing information and best practices that will lead to more effective and integrated restoration projects.

**URBAN AND RURAL RESERVES MAPPING.** Local nonprofit organizations created the first base map of the Portland-Vancouver region’s most significant ecological landscapes, which was used by Metro and Clackamas, Multnomah and Washington Counties to assess where future Urban and Rural Reserves should be located. This mapping effort will be updated to create a starting point for a regional conservation map.

**ROSS ISLAND.** Ross Island is undergoing restoration by Ross Island Sand and Gravel and City of Portland Bureau of Parks and Recreation to improve fish and wildlife habitat through the creation of shallow water resting areas for salmon, emergent wetlands and riparian habitat for wildlife. The island is host to one of the region’s bald eagle nesting sites and great blue heron nesting colonies.

**OAKS BOTTOM WILDLIFE REFUGE.** Restoration has progressed over the past six years. Many acres of Himalayan blackberry, English ivy and clematis have been removed from the bluff overlooking the 160-acre refuge and replaced with native shrubs and trees, thereby diversifying habitat for the more than 100 species of birds, mammals, amphibians and reptiles that migrate through or reside year around in the city’s first official urban wildlife refuge.

Oaks Botom Wildlife Refuge (foreground) and Ross Island (Photo M. Houck)
INTERTWINING INITIATIVE UPDATES

CONSERVATION EDUCATION INITIATIVE

The goal of the conservation education initiative is to foster stewardship by ensuring that residents of all ages and socio-economic backgrounds have high quality opportunities to learn about the environment. There are over 230 identified providers of educational programming that bring people to The Intertwine. Providers are beginning to work together to exchange best practices including how to best measure educational outcomes.

CURRENT AND RECENT PROJECTS

OUTDOOR SCHOOL. In 2008 the Metro Council established a fund of $1.4 million per year for the conservation education petal of The Intertwine, with the specific purpose of making outdoor school available to more 6th graders. A grant is pending to the U.S. Department of Education to extend outdoor school and follow-up programming to even more students, especially the disadvantaged.

Young naturalists on the trail in Oaks Bottom Wildlife Refuge. Photo by M. Houck
WILD IN THE CITY, EXPLORING THE INTERTWINEN. The second edition of the highly acclaimed *Wild in the City: A Guide to Portland’s Natural Areas* is in progress. The updated edition has a new title: *Wild in the City, Exploring The Intertwine*. The guide will highlight over 100 parks, natural areas, water trails and hiking paths throughout the Portland /Vancouver metropolitan region. Exploring The Intertwine’s production team includes co-editors Mike Houck, director of the Urban Greenspaces Institute and writer M J Cody; Bob Wilson; Martha Gannett, Gannett Design; and Bob Sallinger, Director of Portland Audubon’s Conservation Program. Release will be spring, 2011.

ASSESSING OUTCOMES. There are many educational activities currently taking place in the region. For example, over one hundred local friends organizations, park providers and agencies lead field trips, a well established practice for many years. The Conservation Education Initiative is working to ensure that conservation education efforts are leveraged as much as possible, that we use our strengths and assets to reach desired audiences and that we are using state-of-the-art assessment tools to ensure that we achieve greatest impact.
INTERTWINING INITIATIVE UPDATES

ACQUISITION INITIATIVE

The goal of the Acquisition Initiative is to purchase and protect the best remaining land in the region to put into public ownership as parks, trails and natural areas. Acquisition is the farthest along of all The Intertwine initiatives, with voters approving Metro regional measures in 1995 ($135.6 million) and 2006 ($227.4 million); a Tualatin Hills Parks and Recreation District measure in 2008 ($100 million); and a Clark County measure in 2005 (approval for seven miles of new trails as part of the creation of the Greater Clark Park District). Since 1996 Portland Parks & Recreation has acquired a total of 1,500 acres, with about half purchased with funds from the City of Portland’s Park System Development Charge Program, which was recently increased.

CURRENT AND RECENT PROJECTS

CHEHALEM RIDGE ACQUISITION. Intertwine partners Metro and the Trust for Public Land recently purchased 1100 acres on Chehalem Ridge, near Forest Grove, that will one day be a major new regional park with areas for family picnics and trails.

The view from Chehalem Ridge.
COUGER CREEK WOODS. In 2009 Vancouver-Clark Parks acquired the Cougar Creek Woods, a 10-acre parcel in the Felida Neighborhood of Clark County along the western slopes of the Cougar Creek Greenway. Preservation of the site from development will provide a community park, trail corridor, riparian habitat, surface water management and protection for threatened plant species.

ROSS ISLAND. In 2007 Ross Island Sand and Gravel donated 45 acres of one of Portland’s landscape icons, Ross Island. While the rest of the 300-acre Ross Island archipelago remains in private ownership, it is hoped that once reclamation is completed in 2013 more of the islands will come into public ownership.
COMMUNICATIONS AND BRANDING

The goal of the communications and branding element of The Intertwine initiative is to implement The Intertwine brand such that it becomes a part of everyday life in the Portland/Vancouver metropolitan region. An inter-agency work group is developing and managing The Intertwine branding, marketing and communications strategy.

CURRENT AND RECENT PROJECTS

NEW NAME, LOGO AND “LOOK AND FEEL.” The Intertwine initiative was originally called “Connecting Green.” This name, while perfectly suitable as a name for the initiative, was less than ideal as a name for the place. What was needed was a name that could embody the spirit of our natural and recreational systems and capture the imagination of the region’s residents. “The Intertwine” is a name, logo and brand that accomplishes this. Like all Alliance projects, The Intertwine brand was developed collaboratively, with Travel Portland serving as project manager and creative work by Sockeye Creative.

PUBLIC LAUNCH OF THE BRAND.

“The Intertwine” got its public debut on September 18, 2009 in conjunction with “Park(ing) Day.” Intertwine booklets, buttons, T shirts and directional signs were visible region-wide as Intertwine partners constructed 17 temporary parks in parking spaces throughout the Portland/Vancouver metropolitan area.

The Intertwine was also featured on the backs of TriMet buses.

NEW WEBSITE. TheIntertwine.org (phase one) went live in September 2009, featuring a resource directory, Intertwine maps and 25 rich Intertwine experiences, from bird watching to picnicking to paddling the Willamette Narrows.
“CO-BRANDING.” Alliance partners began using “The Intertwine” as a way to strengthen their organization’s messaging. This “cobranding” approach, where partner communications continue to carry their organization’s name and logo but also tie to The Intertwine, helps better connect residents with the full range of opportunities available region-wide. The Intertwine is on various partner websites and, thanks to Intertwine partner TriMet who is contributing roughly $70,000 worth of ad space, will soon appear on TriMet buses.

EVENTS. The Alliance plans to integrate The Intertwine into existing successful events that carry the spirit of The Intertwine, such as Sunday Parkways.

FULLY-FEATURED WEBSITE. The next iteration of the website is underway. The goal is that the next major update will provide interactive tools that help users create their own Intertwine experiences integrating parks, trails, natural areas, waterways and other amenities. The site will also become the hub of Intertwine Alliance activity with interactive forums and project updates.
OUR PREDICTIONS FOR 2010-11

FIVE BIG THINGS THAT WE WOULD LIKE TO SEE HAPPEN IN THE COMING YEAR

1. NEW FEDERAL FUNDING FOR PORTLAND/VANCOUVER CONSERVATION AND PARKS.

In 2009, the Intertwine Alliance joined forces with conservation coalitions in Chicago (Chicago Wilderness), Houston (Houston Wilderness), Cleveland (Lake Erie Allegheny Partnership) and Los Angeles (Amigos De Los Rios) to establish the Alliance of Metropolitan Conservation Coalitions. Intertwine Alliance leaders, along with leaders from our partner coalitions, have been meeting with federal officials and members of Congress to propose that federal investment in urban conservation and parks be increased and that conservation coalitions are the best vehicle to leverage this increased investment. By April, 2011, the Alliance would like to see this work come to fruition in the form of new federal funding for parks, trails and natural areas in the Portland/Vancouver region and in metropolitan regions nationwide.

2. LAUNCH OF AN “ACTIVE LIVING” INITIATIVE.

Recent polling by one of our Intertwine partners shows potential public support for a ballot measure focused on supporting safe, active lifestyles in neighborhoods and communities. Such a measure might provide funding for the neighborhood parks, trails, sidewalks,

“I am enthusiastic about The Intertwine Alliance movement and excited about its future. The Alliance integrates our assets – the City’s parks, trails and natural areas – with those in the broader region and connects our city bureaus with a coalition of allies regionwide. It adds tremendous energy and momentum to our collective cause.”

– Nick Fish, Parks Commissioner, City of Portland
bikeways and other public investments that are essential to The Intertwine. The Intertwine Alliance would like to see such a project lift-off in 2010, with a plan to go to the ballot in November, 2012.

3. $25 MILLION FOR ACTIVE TRANSPORTATION.

In 2009, the Active Transportation Council submitted a proposal to the US Department of Transportation for $100 million in economic stimulus funding under the Transportation Investment Generating Economic Recovery (TIGER) program. The proposal was not successful. However, this year offers a new round of funding and another shot at a large federal infusion of active transportation funding. We would like to see the US Department of Transportation approve an Alliance application in 2010, putting in place a new “active transportation corridor” to serve the residents of the Portland/Vancouver region.

4. THE FIRST REGION-WIDE CONSERVATION PLAN IS COMPLETED.

In 2009, an Intertwine work group of natural resource scientists began developing a conservation framework, which will provide the foundational work for the region to set, and implement, regional conservation priorities. Completing a regional, multi-stakeholder conservation plan that identifies strategies and priorities is no small feat. Our counterparts at Chicago Wilderness and Houston Wilderness have done it, and the plans have proven extremely effective at mobilizing, focusing and leveraging investment and collective action. We’d like to see a plan completed in the next year that integrates conservation, climate change, green infrastructure and restoration into a single, strategic conservation plan for the region.

5. THE INTERTWINE BECOMES VISIBLE ON-THE-GROUND.

In 2009, the Alliance launched The Intertwine. However, the average person exploring the region’s parks, trails and natural areas on any given Saturday morning or on a Tuesday lunch hour wouldn’t know it yet. For 2010-11 the Alliance would like to see Intertwine logos showing up at festivals and events, on trails and parks signs and on maps and books. We’d like to see urban explorers wearing Intertwine day packs and children wearing Intertwine shoes. Maybe we are getting a little ahead of ourselves, but we’d like to see The Intertwine as a common fixture in the everyday life of the region’s residents.