



2017 Gold Medalist



Size: 9 acres



Budget: \$93,500,000



Project Types: Adaptive Reuse/Preservation, Arts and Culture, Education, Environmental Remediation, Infrastructure and Transit, Mixed-Use, Parks and Open Space



Operator: Bethlehem Redevelopment Authority

STEELSTACKS ARTS & CULTURAL CAMPUS

Bethlehem, Pennsylvania

Transformation of a former steel plant into a mixed-use cultural and entertainment district

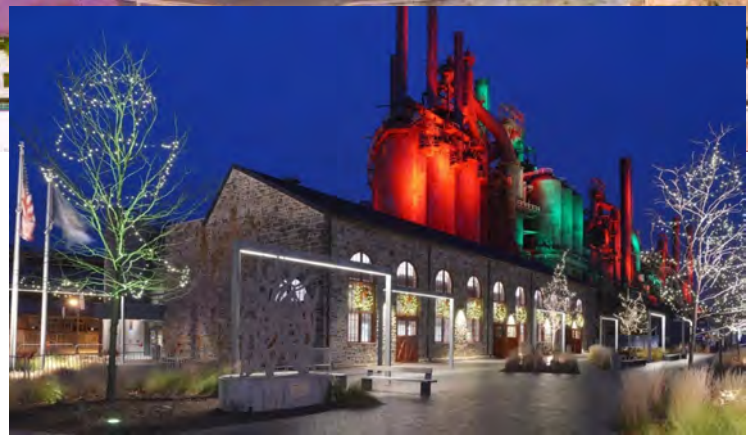


2 Include community members in the collaborative.



Collective Impact Principles of Practice





Five Conditions of Collective Impact



Common Agenda



Shared Measurement



Mutually Reinforcing Activities



Continuous Communication



Backbone Organization



2015 Gold Medalist

- 🌈 **Size:** 180 acres
- 🌈 **Budget:** \$428,000,000
- 🌈 **Project Types:** Adaptive Reuse/Preservation, Arts and Culture, Commercial, Empowerment, Food Systems, Housing, Infrastructure and Transit, Mixed Use

Transformation of a historic warehouse district into a thriving urban village

Lowertown

Saint Paul, Minnesota

- ③ Recruit and co-create with cross-sector partners.

Collective Impact Principles of Practice





ST PAUL ART CRAWL

April 29, 30, May 1

TILSNER
ARTISTS' COOPERATIVE

CREATIVE LIVING
SPACES
FOR RENT

ARTS WALK
& VIEW

MULTIPLE FLOOR
PLAN OPTIONS

ARTS
WALK

STUDIO 1, 2 & 3
PARKWOOD FEDERAL

CALL HILLMAN

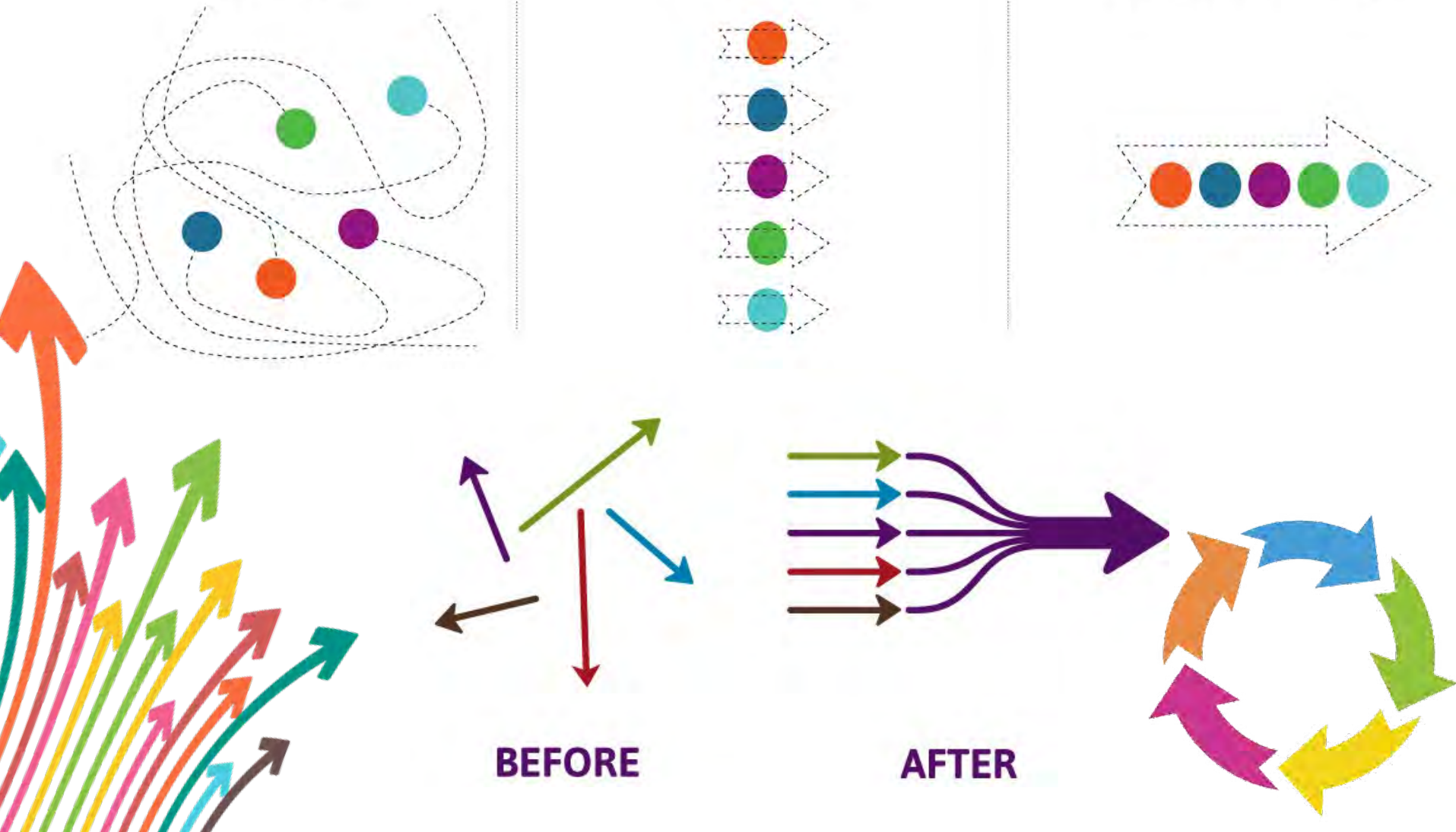
651-226-9058
TILSNERARTISTS.COM

Isolated vs. Collective Impact

Isolation

Alignment

Collective Impact





1991 Gold Medalist

ROSLINDALE VILLAGE MAIN STREET

Boston, Massachusetts

 **Budget:** \$5,000,000

 **Project Types:** Adaptive Reuse/Preservation, Infrastructure and Transit, Parks and Open Space

 **Program:** National Trust Main Street Urban Demonstration Program

A community-led business district revitalization and preservation project

4 Use data to continuously learn, adapt, and improve.

Collective Impact Principles of Practice









Mindset Shifts

❖ Mindset Shift One—Who is Involved

- *Get all the right eyes on the problem*
Collective seeing, learning and doing

❖ Mindset Shift Two—How people work together

- *Think “System Strategy”, not “Program Strategy”*

❖ Mindset Shift Three—How progress happens

A vibrant, hand-drawn illustration of a glowing lightbulb with a dollar sign inside, surrounded by colorful paint splashes, thought bubbles, and a flowchart labeled 'PLAN'. The lightbulb is the central focus, with a yellow glow and a red dollar sign inside. It is surrounded by a chaotic but creative arrangement of elements: colorful paint splashes in red, blue, yellow, and green; thought bubbles containing question marks and exclamation marks; a flowchart with the word 'PLAN' and various geometric shapes; and a large, stylized 'M' shape. The background is white with scattered paint splatters and small geometric shapes, creating a sense of dynamic energy and creative thinking.

#DARETOIMAGINE



PRIZES


Sulphur Springs
TEXAS

Just play. Have fun. Celebrate!



HUNTS POINT RIVERSIDE PARK

South Bronx, New York

 **Budget:** \$3,200,000

 **Neighborhood
Population:** 12,000

 **Project Types:** Parks and
Open Space, Waterfront Access,
Environmental Remediation

 **Operator:** NYC Parks Department

*Part of a larger effort to restore the
Bronx River and access to the river*

 **5** Cultivate leaders with unique system leadership skills.

Collective Impact Principles of Practice







Collective Impact Tools



Keys to Successful Alignment

GUIDELINE

Start with a focus on the outcomes you want to achieve

Draw a picture big enough so that existing efforts see how they can connect and why

Identify where there is more efficiency and power in working together than alone

Clarify the lines of communication and accountability

WHY IT'S IMPORTANT

Focusing on outcomes galvanizes people around goals that are harder or more complex than those they've tried to tackle alone, and it prevents getting stuck on existing strategies that might not be best for those outcomes.

A big picture reinforces the idea that complex challenges need interconnected solutions and prevents the "edifice complex," which assumes that solutions revolve around certain institutions, such as schools.

Analysis of synergies creates energy for leaders to take on issues that are too big to handle alone and to scale up solutions they didn't know they were pursuing separately. It also prevents development of agendas that are too big or piecemeal to make a difference.

Clarification focuses committed partners on the routinization of their relationships and prevents "task force syndrome," in which partners sign on to recommendations without assuming responsibility to implement them.



PARASITE SKATEPARK

New Orleans, Louisiana

 **Size:** 24,000 sf

 **Budget:** \$450,000

 **Project Types:**
Parks and Open Space,
Environmental Remediation

 **Highlights:** Multiple partners supported the youth-led effort, including funding from national foundations

The first official skate park in the City of New Orleans

⑥ Focus on program and system strategies.

Collective Impact Principles of Practice



PARISITE Skatepark

PLEASURE





Bringing Soul to Collective Impact





COMMUNITY CHALKBOARD & PODIUM

Charlottesville, Virginia

 **Budget:** \$226,000

 **Project Location:**

In front of City Hall and near
the amphitheater

 **Highlights:** The
chalkboard and podium provide
platforms for various types of
speech and are both frequently
used by the community

*Challenged the community's notions
of "Free Speech"*

- 7** Build a culture that fosters relationships, trust, and
respect across participants.

Collective Impact Principles of Practice







Can Placemaking Solve Social Problems?



"Change happens at the speed of trust."

– Stephen Covey



ARTSCORPSLA TIERRA DE LA CULEBRA

Los Angeles, California

 **Timeline:** 7 years

 **Budget:** \$212,000

 **Highlights:** The park began with youth volunteers who chose the serpent symbol for its meaning to their cultures and reclaimed the damaged land

Placed-based healing efforts following the Rodney King riots



Customize for local context.

Collective Impact Principles of Practice









Collective Impact

Resources we used, and so can you!



**COLLECTIVE
IMPACT FORUM**



StanfordSOCIAL
INNOVATION^{Review}



**RUDY
BRUNER
AWARD**
FOR URBAN EXCELLENCE

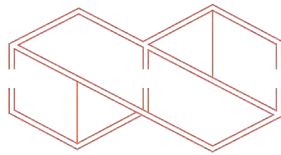
Britin Bostick

Principal

STEWARDSHIP STRATEGIES, LLC

(512) 496-0573

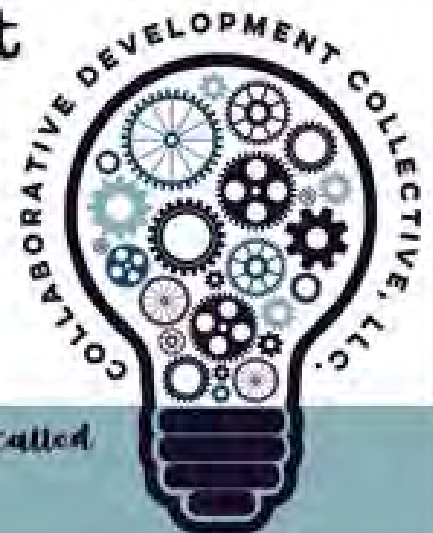
britin@stewardshipstrategies.com



Engage for Impact
Sarah E. O'Brien
Change Agent



210-760-9384



*"We have a Strategic Plan...it's called
doing things." - Herb Kelleher*