

Embrace Northern Colorado

Frequently Asked Questions

1. What exactly is Embrace Northern Colorado?

Embrace Northern Colorado is a citizen initiated 501(c) (3) multi-issue nonpartisan nonprofit organization. It was incorporated in April 2008. It's governed by a fifteen member citizen Board of Directors.

2. What is it that Embrace Northern Colorado does?

With the help of many others, Embrace Northern Colorado will convene a collaborative process to move our regional community forward. Embrace Northern Colorado will help examine the future of Northern Colorado through a phased collaborative approach to understanding, analyzing and discussing the challenges and opportunities facing the regional community.

This work will begin by developing a collaborative regional working group called an *Initiating Committee*. The committee will be comprised of the many "voices" of Northern Colorado. The group will first develop a set of quality of life indicators that measure our strengths and weaknesses and our assets and liabilities as a regional community. The committee will also examine how these attributes portend our future.

The first phase will be followed by two others answering the questions: 1) "What future do we want?" and 2) "How do we get there?"

3. What is it that you're trying to accomplish?

Embrace Northern Colorado has three goals to:

- Identify a common/shared framework (vision) for the future of Northern Colorado
- Assist Northern Colorado's leadership and citizens in creating a collaborative environment where people with diverse views can work together on important issues
- Find innovative approaches to the many challenges facing Northern Colorado, strengthen trust among stakeholders, build healthy coalitions and work together to implement solutions

4. We've tried to do a regional transportation authority. Why do you want to attempt that again?

Embrace Northern Colorado isn't attempting to create a transportation tax initiative.

Embracing the future together is what Embrace Northern Colorado is all about. The nonprofit's focus is on examining the challenges and opportunities facing Northern Colorado. Embrace Northern Colorado, with the help of many others, will convene a collaborative process to move our regional community forward. Transportation is one of the many topics likely to be discussed and evaluated.

5. I hear that Embrace is going to do economic development. Don't we already have several well established economic development (corporations) efforts underway?

Embrace Northern Colorado won't be engaged in economic development. In fact, the region enjoys the benefit of two outstanding economic development corporations and many other local efforts. Certainly, as the regional community becomes more collaborative in its approach to its challenges and opportunities, Embrace Northern Colorado can provide support and context for the many efforts to help Northern Colorado prosper.

6. Doesn't local, county, and state government already plan for the future? Why do we need another organization doing that?

Local, county and state governments do an excellent job of planning for their respective jurisdictions in a variety of areas including land use and development, transportation, and public health and welfare among others. They tackle the difficult tasks of both planning and regulating many of the aspects of daily life in their communities.

The whole though is often much more than a sum of its parts. Though good governance is often achieved, no one jurisdiction works to plan and vision a future for Northern Colorado. Planning for the future of the regional community of Northern Colorado remains elusive.

7. Are you saying that local government is doing something wrong?

Local governments in Northern Colorado are doing many things exceptionally well. The focus of local government is on its jurisdiction – and rightly so. As our communities grow, that focus becomes more consuming, not less; more competitive, not more collaborative. In a region that is becoming a major metropolitan area, the regional future requires our attention as well.

8. Is this another tax initiative?

No.

9. I hear you're a pro-environment organization. Doesn't that have the potential to be bad for business?

Embrace Northern Colorado supports an innovative, prosperous and sustainable economy.

10. I hear you're a pro-development organization. Won't that be bad for the environment?

Embrace Northern Colorado supports a clean, healthy and sustainable environment.

11. Why aren't there more _____ representatives on your Board?

Fill in the blank. It doesn't much matter.

The fifteen member Board of Directors of Embrace Northern Colorado is committed to convening a fair, equitable and collaborative process to examine and explore the future of Northern Colorado. The Board has not been established to set policy nor do they share a pre-determined outcome. The Board does have a fiduciary responsibility to the nonprofit.

The Embrace Northern Colorado Board of Directors also share the following principles that guide their role as directors:

- As stewards of an open and inclusive process, the Board will act in a non-partisan manner at all times. Please note this is not a bi-partisan manner. Each of us as engaged citizens have well developed opinions/values about what we think are the framing principles. Membership does not in any way negate these principles. But, we will check our partisanship in our actions as Board members of Embrace Northern Colorado.
- We will seek an inclusive structure for Board membership, with particular attention given to gender, ethnicity and geography (Weld and Larimer Counties).
- We will seek Board members who can bring experience in working across the many social and political divides among our stakeholders in northern Colorado
- As Board members we are the stewards of a process, not the representatives of any particular interest.
- The primary focus of our attention is on creating an *Initiating Committee* (see diagram). This committee should look a lot like the stakeholder/population of northern Colorado. Unlike the Board, the members of this committee will include the particular interests of stakeholders that cross a wide diversity of opinion. Partisanship will be expected.

- Our charge is to guide a successful process that will include the provision of data and information relevant to achieving Embrace Northern Colorado goals. We are not guiding the *Initiating Committee* to a pre-determined outcome.
- We also have a responsibility to communicate the efforts of the *Initiating Committee* to the stakeholders of northern Colorado



12. What is Northern Colorado?

The study area for Embrace Northern Colorado is Larimer and Weld counties. Embrace Northern Colorado has a particular interest and focus on the rapidly urbanizing area bounded roughly by the cities of Greeley, Loveland and Fort Collins.

13. How is Embrace Northern Colorado related to Envision Young Professionals or Envision Colorado?

Embrace Northern Colorado is not related to or affiliated with either organization.

14. How is Embrace Northern Colorado different from Leadership Northern Colorado?

Leadership Northern Colorado is a joint initiative of the Fort Collins, Greeley and Loveland Chambers of Commerce, the Community Foundation of Northern Colorado and the Community Foundation Serving Greeley and Weld County. It is a six-month interactive leadership development program that focuses on regional issues, regionalism and regional leadership skills. The program is designed to educate and motivate leaders who are committed to shaping the future of our region.

15. Who selects the *Initiating Committee* and how is that group qualified to determine who should be on the committee?

Initiating Committee members are selected/recruited in a three-stage process.

- a. A matrix is created to identify the “voices” of Northern Colorado. The matrix will include a majority of the potentially affected interests in the region. Those will include government, agriculture, seniors, business, education, natural resource, technology, environmental, faith, transportation, philanthropic, ethnic, civic, and other interests. These interests are also augmented in the matrix by geography.

		Initiating Committee Candidates													
		Interest													
		Natural Resource	Utilities	Health	Business	Faith	Environment	Government	Technology	Seniors	Ethnic	Education	Philanthropic	NGO/Civic	Agriculture
Geography	Rural Weld/Weld County														
	Rural Larimer/Larimer County														
	Small Towns														
	Greeley														
	Loveland														
	Fort Collins														
	Region														

- b. A survey is conducted by CSU and UNC that identifies prospective *Initiating Committee* candidates. The survey begins with one hundred names of individuals from across the region that have been identified as collaborative respected leaders in their communities/areas of interest by the Community Foundations serving the two counties.

The survey asks each survey participant a number of questions and to identify five new survey participants and prospective *Initiating Committee* candidates.

- c. Embrace Northern Colorado recruits from the list of prospective *Initiating Committee* candidates to fill a matrix similar to the one found above and forms the committee.