



Snohomish County Council

Committee: Operations
ECAF: 2021-0164
Motion: 21-162

Analyst: Nicole Gorle
Date: April 22, 2021

Consideration:

Approve Amendment #2 to a Professional Service Agreement (PSA) with HUB Collective for visioning and branding services.

Background:

Original PSA: Motion 19-416 January 22, 2020
Amendment 1: *Approved by Exec November 2, 2020*
Amendment 2: Motion 21-162 **Pending Approval*

The original PSA with HUB Collective was approved in January 2020 with the purpose of updating the visioning and branding for the Parks Department in accordance with WAC 365-196-440(b) which recommends Counties begin the process of updating parks and recreation elements with a Visioning Process. The contract amount was for \$60,000.

When the Parks Department transitioned to the Department of Conservation and Natural Resources, the contract was amended to provide mission and visioning for the new department through Amendment 1.

Amendment 2 would:

- Extend the contract completion date to May 31, 2021
- Add the Arts Commission to the contract for them to receive visioning services
(The Arts Commission was not included in the original contract)
- Add \$20,000 to the contract for DCNR Branding and Messaging
 - o \$14,000 is the actual fee amount, \$6,000 of contingency is included in the motion for any additional work needed which is billed at \$135/hour
- Add \$9,200 to the contract for Arts Commission Visioning

2021 Fiscal Impact:

Original Contract		Amendment #2	
Service	Amount	Service	Amount
DCNR Mission and Branding	\$60,000	DCNR Mission and Branding	\$20,000
		Arts Commission Visioning	\$9,200
		Motion 20-162 Total	\$29,000
		PSA Grand Total	\$108,000

Future Fiscal Impact:

Unless the contract is amended again, there is no additional/ongoing fiscal impact.

Handling: Normal

Approved-as-to-form: Yes

Risk Management: Yes

Executive Recommendation: Approve

Attachments:

- Attachment 1: Amendment #1 HUB Contract
- Attachment 2: Amendment #1 Scope of Work and Fees

AMENDMENT NO. 1 TO THE AGREEMENT FOR PROFESSIONAL SERVICES

THIS AMENDMENT NO. 1 TO THE AGREEMENT FOR PROFESSIONAL SERVICES (“Amendment No.1”) is entered into as of this 2nd day of November, 2020, by and between Snohomish County, a political subdivision of the State of Washington (the “County”), and HUB Collective, an S-Corp Business (the “Contractor”).

RECITALS

- A. Whereas, HUB Collective was selected through an RFP process to provide consultant services in support of Vision & Branding for Snohomish County Parks, Recreation & Tourism (the “Project”) and an agreement for the Project was executed on January 22nd, 2020 (the “Agreement”) and thereafter extended for one year; and
- B. Whereas, it has been announced that a new County Department will be formed consisting of the previous Department of Parks, Recreation & Tourism, the Office of Sustainability, the Surface Water Management Division and Agriculture Coordinator; and
- C. Whereas, it was requested that the process utilized for the Project be expanded upon to develop a new mission and vision for the new Department; and
- D. Whereas, the County and HUB have defined the additional work needed to develop a new vision and mission and negotiated an amendment to the Project Agreement for the sum of Nineteen Thousand Dollars (\$19,000.00).

AGREEMENT

NOW, THEREFORE, the County and HUB Collective agree that the Agreement shall be amended as follows:

1. Schedule A, Scope of Work and Schedule B, Consultant Fee (Including Direct Expenses/Reimbursables) shall be amended as attached to this Amendment No. 1 and by this reference incorporated herein.
2. The term of the Agreement, per section 2 of the Agreement, shall be extended to February 28, 2021, with all other provisions in section 2 remaining unaltered;
3. Except as expressly amended in this Amendment No.1, the terms and conditions of the Agreement remain unchanged and in full force and effect.

IN WITNESS WHEREOF, the parties hereto have caused this Amendment No. 1 to be duly executed as of the date set forth above.

HUB Collective

By: *J. Guibord*
Printed Name: Jennifer Guibord
Director of Creative Development
Date: November 2, 2020

SNOHOMISH COUNTY

By: for County Executive *Tom Teigen*
Dave Somers
Snohomish County Executive
Date: 11-2-2020

RECOMMENDED FOR APPROVAL

By: *Tom Teigen*
Director, Department of Parks & Recreation
Date: 11-2-2020

APPROVED AS TO FORM ONLY:

By: /s/ Sean Reay
Deputy Prosecuting Attorney
Date: 10/30/2020

SCOPE OF SERVICES

CLIENT: Snohomish County
PROJECT NAME: Vision for Snohomish County Department of Natural Resources and Conservation
CLIENT CONTACT: Sharon Swan



SCOPE OF SERVICES

Work with the newly formed Snohomish County Department of Natural Resources and Conservation to create an inclusive mission and vision to be representative of the Department and its divisions.

OVERVIEW

HUB will partner with the Snohomish County Department of Natural Resources and Conservation (DNRC) to create a new vision and mission for the department. Through a series of collaborative working sessions, surveys and interviews, HUB will guide the visioning process.

SCHEDULE A, SCOPE OF WORK

PROJECT PHASES

Part I – Visioning

PHASE 1: STAKEHOLDER ENGAGEMENT

Stakeholder Definition & Kickoff

Key to gaining the necessary insights and buy-in is identifying and engaging all the relevant stakeholders key to the consolidation of the new DNRC. In an initial working session, HUB and the Leadership Team from DNRC will put together an outline of all parties and means of engagement.

Our questions for stakeholders will be both strategic and tactical. At a strategic level, we will want to understand how they envision the future of Snohomish County DNRC. At a tactical level, we will want to understand some of the day-to-day details they look for in their interactions with Snohomish County DNRC and its divisions.

Online Staff and Boards/Commissions Survey

We will create a flexible survey that will be sent out to department staff and a modified version to boards and commissions to capture feedback and understanding of current division workings

and future desires for the new department.

Online Staff Workshops: To facilitate and encourage staff engagement, we will host a series of fifteen workshops in which staff can elaborate and add to their feedback gained from the survey. Workshops will run one hour, include 8-15 people, and use various exercises and methods to initiate and capture feedback that will be included in the findings report.

Focus Groups (4-5): To gather further input and buy-in we will facilitate 4-5 Focus Groups to gather input from Executive and Council members, Advisory Board members, and key staff. In addition to identifying key principles and characteristics, we will seek input on their vision for the new Department.

Findings

When we have completed stakeholder engagement, we will synthesize what we learn into a collection of key themes and include them in an Insight Report that will highlight, for each theme, a top-level understanding of the issue, data from our survey, and key strategic implications for Snohomish County DNRC. The report will also catalog the stakeholders included in the stakeholder engagement to date, and the opportunities for input that have been provided.

DELIVERABLES: HUB will recap findings from visioning workshops in a Insight Report.

ASSUMPTIONS: With HUB's assistance, client will identify and coordinate working sessions, survey contacts and scheduling to ensure the appropriate people are engaged in the workshop session(s) and contacted to participate in relevant online components. Workshops will be held virtually.

TEAM: *HUB Director of Creative Development, Strategic Project Manager*

PHASE 2: VISIONING WORK SESSION

We will facilitate a work session with the Transition Team, and working from the insight report, facilitate a discussion of learnings and ask for additional feedback.

In addition, we will collect input and draft Vision and Mission statements. These elements will be the north star that guides the creative phase of our work together. The Vision and Mission will be guided by the following questions:

- Vision: What is the ideal future state we will strive to create? What are we committed to make happen?
- Mission: What will we do to help create the vision? How will we do this work?

Draft missions will be sent out to stakeholders to review. Feedback will result in a revised mission and vision.

DELIVERABLES: Draft and Final Vision and Mission Statements.

ASSUMPTIONS: With HUB’s assistance, client will identify and coordinate working session scheduling to ensure the appropriate people are engaged in the workshop session(s).

TEAM: HUB Director of Creative Development and Strategic Project Manager

SCHEDULE

As part of the kick-off meeting, the project manager will work with the client to finalize deliverables and dates. As the project progresses and evolves, HUB reserves the right to modify this schedule and the delivery date of certain aspects of the scope as appropriate.

	Visioning	TIMELINE
Pre-project meeting	Finalize Scope Define stakeholders	TBD – late October
Kickoff	Discern differences and commonalities among divisions	TBD – early November
Staff & Board/Commissions Survey	Review survey questions with stakeholder group, develop and launch surveys	Early to mid-November release
Staff Workshops	15 1-hour sessions with 8-15 staff	Late November to Early December
Focus Groups	Four meetings with Boards, electeds, staff etc. as needed	Early December/ mid January
Presentation 1	Initial findings report Draft mission and vision Visioning Work Session	2 weeks after conclusion of closure of survey
Presentation 2	Final mission and vision	1-2 weeks after vision work session
Estimated Timeline: about 3.5 months		

SCHEDULE B, FEES

FEE

Phase 1: Stakeholder Engagement	\$15,000
Phase 2: Visioning Definition	\$4,000
Total:	\$19,000