

2021 Vision, Mission, & Branding

Snohomish County Department of Conservation & Natural Resources



PROCESS OVERVIEW

From November 2020 to April 2021, the new Snohomish County Department of Conservation and Natural Resources (DCNR) has spearheaded an in-depth process to define a vision and mission for the new Department and then create a new brand to help convey that vision and mission to staff, stakeholders, and the public.

PROCESS OVERVIEW

DCNR selected HUB—a design and strategy agency based in Portland, Oregon—to help guide the visioning process and develop the new brand.

HUB

a branding and
strategy team

PROCESS OVERVIEW

Stakeholder survey and forum

Transition Team vision workshops

Staff survey and forum

Vision & mission development

Engagement insight report

Brand development

STAKEHOLDER AND PUBLIC ENGAGEMENT

December 2020 - January 2021


ADAPTING THE PROCESS

The Covid-19 pandemic prevented in-person workshops—the typical way to garner stakeholder and staff feedback. HUB adapted their survey process and added virtual working sessions via Zoom for both stakeholders and staff.

SURVEYS

Staff Survey: An internal survey to gain feedback and insight from DCNR staff was answered by 142 staff.

Stakeholder Survey: A survey distributed by DCNR leadership to a comprehensive list of DCNR stakeholders received 188 responses.



Snohomish County DCNR Visioning Survey - Stakeholders
Needs for Success

2. Prior to receiving news of the creation of the DCNR, how much did you know about the departments/divisions/offices that comprise this new department?

	I was not aware it existed at all	I knew it existed but not sure what it did	I knew what they did, but never worked with them	I collaborated with them on one or multiple projects
Agriculture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Energy and Sustainability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parks, Recreation, and Tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Surface Water Management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Needs for success: rank the list below from most important(#1) to least important. What needs do you think are most crucial to the success of the new DCNR?

☰
Engagement and (financial) support from council and the executive

VIRTUAL WORKSHOPS

DCNR hosted virtual forums via Zoom to provide stakeholders the opportunity to voice their ideas, concerns, and hopes for the new Department.

Stakeholder Workshops

24 stakeholders participated

Staff Workshops

66 staff participated

many of these things clash with city mandates to accept and accommodate growth

Long Term Goals

What is the DCNR's role in achieving these goals? Where do they need to be leaders? Where are they following the work of others? Where and with whom are they collaborating?

	Leading	Following	Collaborating
Having healthy, thriving watersheds and working landscapes	lead on healthy watershed and greater well-being and on development regulations	follow on greater connection between communities and outdoors - lots of competing interests (trails)	collaborate on climate change - with neighbors cities, counties, tribes (Everett, Tulalip, Marysville, etc.) have a regional coordination to break down silos internal and group planning and coordination for maximum impact
Positive environmental impact that addresses the urgency of climate change		Development regulation (should give input) but others will oversee that regulations are followed	Work regionally on recreational opportunities - regional connection is better for tourism - economic interests for everybody to share
Greater health and well-being for county residents			Work with state agencies (Dept of Ecology and DNR) rather than finger pointing
Greater connection between communities and the outdoors			
Preservation/protection of forests, watersheds			
Development regulations and other plans to ensure population growth doesn't impede preservation			

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Our "Why"

The Department's name speaks to its mission, outlining its focus (natural resources) and general method of work (conservation). However, it doesn't address the why. In this exercise, we want to explore the why by capturing a list of potential benefactors and reasons for action.

How	What	Who (benefactors)	Why (reasons)
Conservation	Natural Resources	-----	-----

Conserve natural resources to _____ for _____.

(reason) (benefactor)

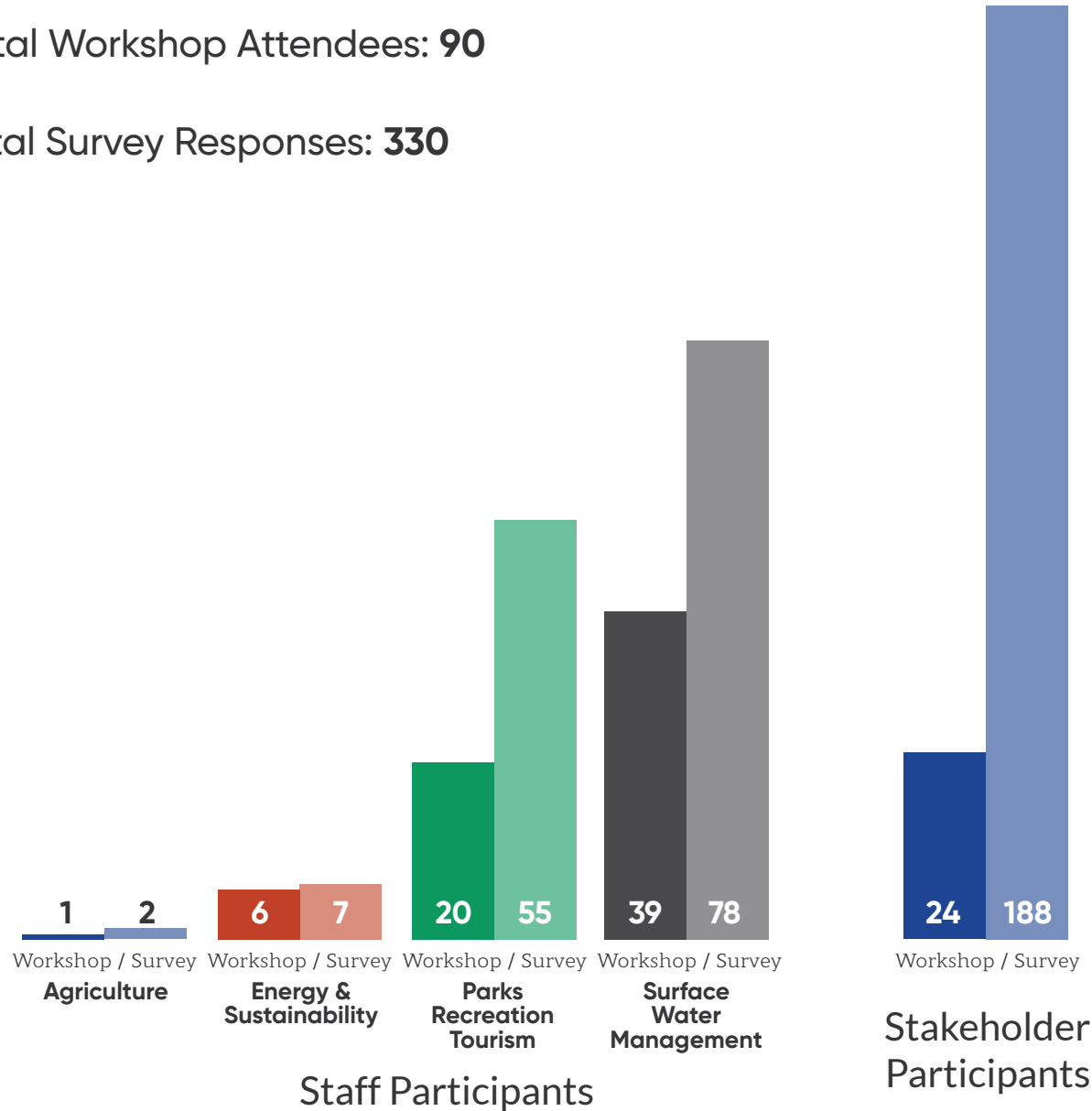
preserve a future/the environment/to sustain it for future generations

Available and of good quality/thriving/for many generations to come

ENGAGEMENT SUMMARY

Total Workshop Attendees: **90**

Total Survey Responses: **330**



Stakeholders represented:

- 350Everett
- Adopt a Stream Foundation
- Centennial Trail Coalition
- Climate Action Advisory Group
- Conservation Futures Board
- County Council
- Local City Councils and Employees
- Evergreen State Fair Advisory Board
- Executive Leadership
- Forterra
- Friends of Heybrook Ridge
- LIO Executive Committee
- Local Farmers
- Lodging Tax Advisory Committee
- Marine Resources Committee
- Marshland Flood Control District
- Master Gardeners
- Park Advisory Board
- Pilchuck Audubon Society
- Project Seawolf Coastal Protection
- Skagit Conservation District
- Sky Valley Chamber of Commerce
- Snohomish County Agriculture Board
- Snohomish County Arts Commission
- Snohomish County Farm Bureau
- Snohomish County Historic Preservation Commission
- Snohomish County Lodging Association
- Snohomish County Parks Advisory Board
- Snohomish County Public Works
- Snohomish Conservation District
- Snohomish Public Utility District
- Sno-King Watershed Council
- Snoqualmie Watershed Forum
- Sound Salmon Solutions
- Stillaguamish Watershed Council
- Sustainable Lands Strategy Team
- Tourism Promotion Area Board
- Tulalip Tribes
- Wild Sky Community Trails Association
- WSU Beach Watchers

VISION & MISSION DEVELOPMENT

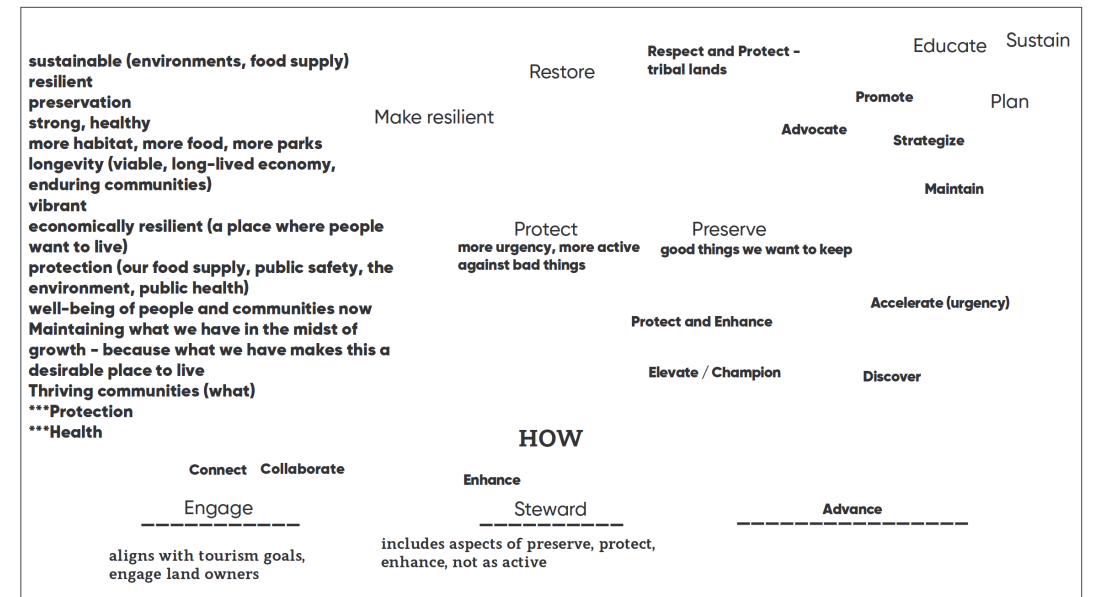
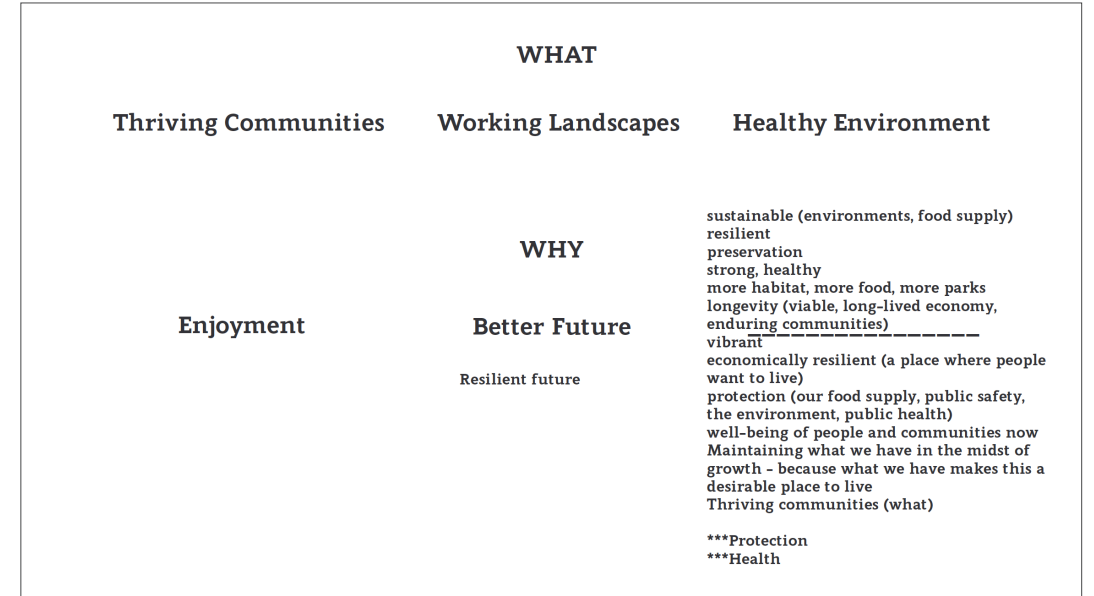
February - March 2021

VISIONING WORKSHOPS

The Insight Report guided a series of workshops held virtually with the Department Transition Team. During this retreat, the team discussed the findings from stakeholders and staff and participated in several exercises focused on clarifying goals for the brand as well as key subjects and points the mission and vision should embody.

Participants

Jim Blankenbeckler
 Lisa Dulude
 Gregg Farris
 Jeremy Husby
 Rose Intveld
 Karen Kerwin
 Janae Nelson
 Linda Neunzig
 Bridgid Smith
 Kelly Snyder
 Erik Stockdale
 Sharon Swan
 Tom Teigen



MISSION AND VISION

In collaboration with the Transition Team, HUB refined the work from the visioning workshops and crafted a new mission, vision, and 10-year outlook for the Department.

Mission

The DCNR partners with Snohomish County communities to steward resources and manage infrastructure for the purpose of protection, enhancement, use, and enjoyment of our land, air, and water now and into the future.

Vision

Through the stewardship of the natural and built environments, the DCNR fosters inclusive, thriving communities across the county.

10-year Outlook focus areas

Dynamic Balance
Proactive Climate Crisis Response
Social Equity & Accessibility
Community & Partner Outreach
One Connected Department
Founding & Resources

BRAND DEVELOPMENT

March - April 2021

BRAND DEVELOPMENT

With the mission and vision refined, HUB is working with Department leadership to develop a new brand for the DCNR. HUB is meeting with our core team to iteratively define and refine the new brand, beginning from foundational elements and developing tone-of-voice, messaging explorations, and the visual identity.

BRAND DEVELOPMENT

The work includes:

Brand attributes

Audiences

Still in progress:

Tone of voice

Messaging hierarchy

Visual identity

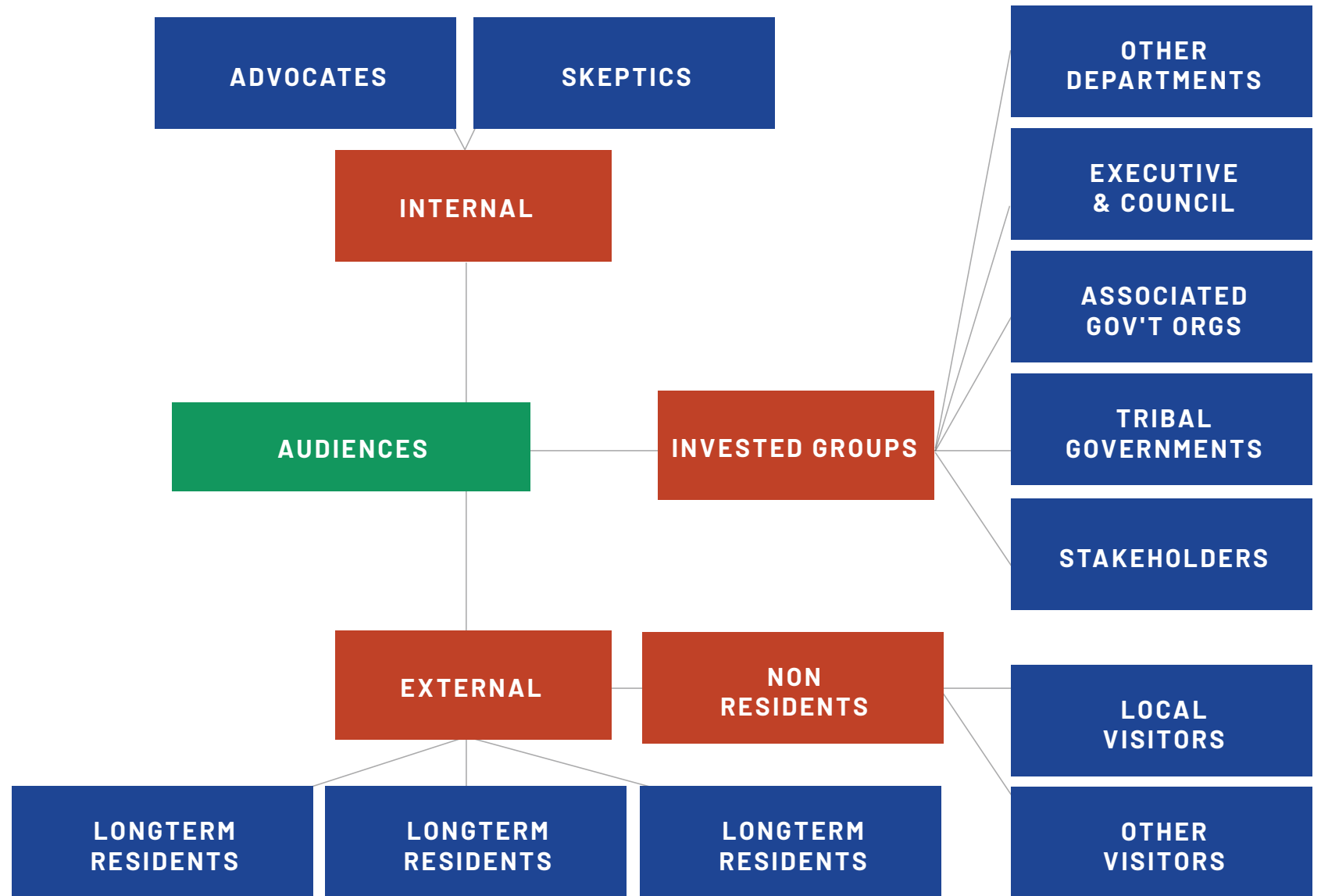
BRAND ATTRIBUTES

The brand rests upon fundamental attributes that describe our place, people, and experiences. These attributes guide our presentation, both verbal and visual, to our staff, local residents, and visitors.



AUDIENCES

Understanding who we are engaging is critical to developing a brand that will resonate with them. The Department has several audiences, including residents, staff, visitors, and the public.



BRAND DEVELOPMENT

Still in progress:

Tone of voice

Messaging hierarchy

Visual identity

We're aiming to complete the brand development in late April or early May.

THANK YOU