

Summary Sheet

Meeting dates: January 11, 2019

Agenda item: Lands Showcase Marketing and Communication Results - Debriefing

Presenter(s): Cynthia Wilkerson, Kristin Nielsen, Rebeca Elmore-Yalch, Carey Evenson

Background summary:

WDFW contracted with Northwest Research Group and C+C to survey Washingtonians on their awareness and understanding of WDFW's Wildlife Areas and to develop an associated brand platform. The survey was conducted by Northwest Research Group and their subcontractor, Research Now/SSI. Research Now/SSI utilized a survey panel to get the "Resident" perspective. WDFW's Licensing Division created a list of "Users" composed of recreational license and Discover Pass purchasers. The survey asked both quantitative and qualitative questions. This presentation will show the results speak to awareness of and values of our lands. The initial brand platform and respondent feedback on the platform elements, including key messages will be presented.

Staff recommendation:

Briefing only.

Policy issue(s) and expected outcome:

Briefing only.

Fiscal impacts of agency implementation:

None.

Public involvement process used and what you learned:

The survey went out to 1,607 "Residents" and 4,940 "Users." The "Residents" were sampled at the corresponding rate of their regional populations. We learned a tremendous amount about what the public knows and thinks about our lands and how we can communicate our work effectively.

Action requested and/or proposed next steps:

Briefing only.

Draft motion language:

Briefing only.

Post decision communications plan:

Briefing only.
