

Lands Showcase: Commission Presentation of Quantitative and Qualitative Research Findings

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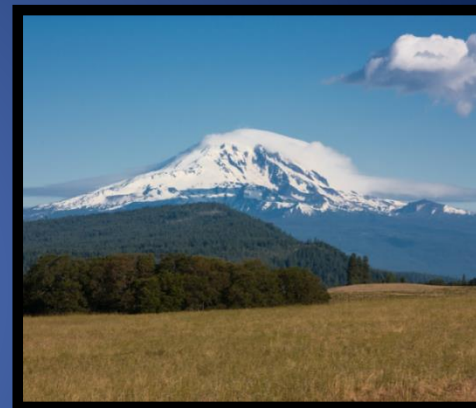
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Washington Department of
FISH and WILDLIFE



WDFW Lands Showcase



WDFW lands need a comprehensive and creative marketing approach, including an assessment of awareness, interest, and desired information that would help users directly interact with department lands and waters. The department needs a strategy to increase awareness, engagement, and ultimately, advocacy for its lands and waters.

Lands Showcase Team

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Matthew Trenda
Janet Anthony
Belinda Rotton

Visitor Maps

Shelly Snyder
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Overview

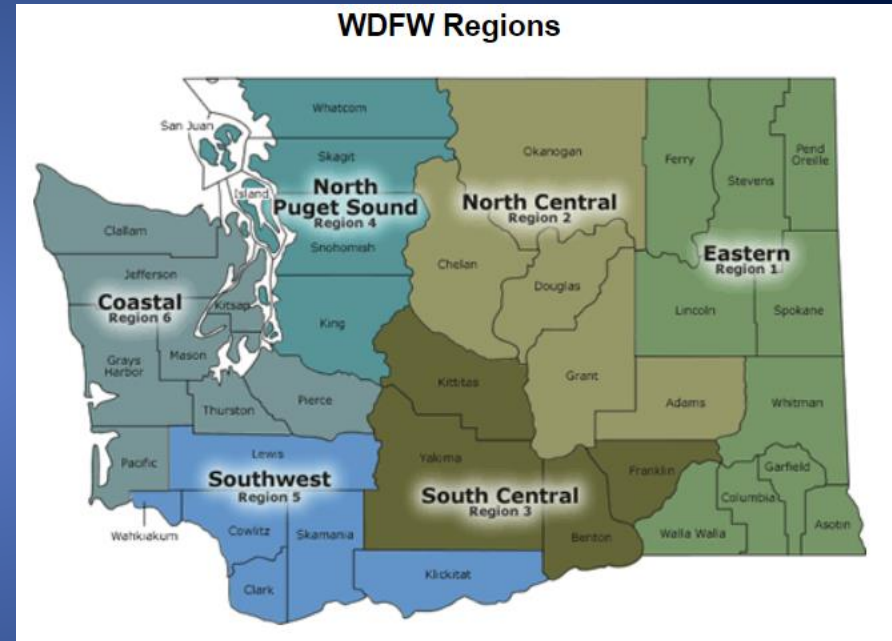
Background & Objectives

- Conduct marketing research to assess public and stakeholder awareness of lands benefits, identify relevant lands messages, provide insights about the unique attributes of WDFW lands
- Develop communications strategies and marketing plan to promote WDFW lands



Resident and User Survey

	Residents	Users*
Statewide	1,607	4,940
Region 1: Eastern	185 (12%)	588 (12%)
Region 2: North Central	64 (4%)	256 (5%)
Region 3: South Central	133 (8%)	381 (9%)
Region 4: N. Puget Sound	635 (40%)	1,780 (36%)
Region 5: Southwest	208 (13%)	510 (10%)
Region 6: Coastal	382 (24%)	1,394 (28%)



* Users include purchasers of hunting and fishing licenses, Discover Pass, and other permits

Qualitative Follow-Up

- Online discussion board:
40 active participants
 - Statewide representation
 - Generally better demographic mix as participants can choose time and place to participate
 - Longer talk time per respondent

	# of Participants
Gender	
Female	21
Male	19
Age	
18 – 34	8
35 – 54	15
55+	17
Region	
1: Eastern	11
2: North Central	4
3: South Central	3
4: N. Puget Sound	7
5: Southwest	7
6: Coastal	8

Quantitative Research Findings

Demographic Characteristics: Residents / Users

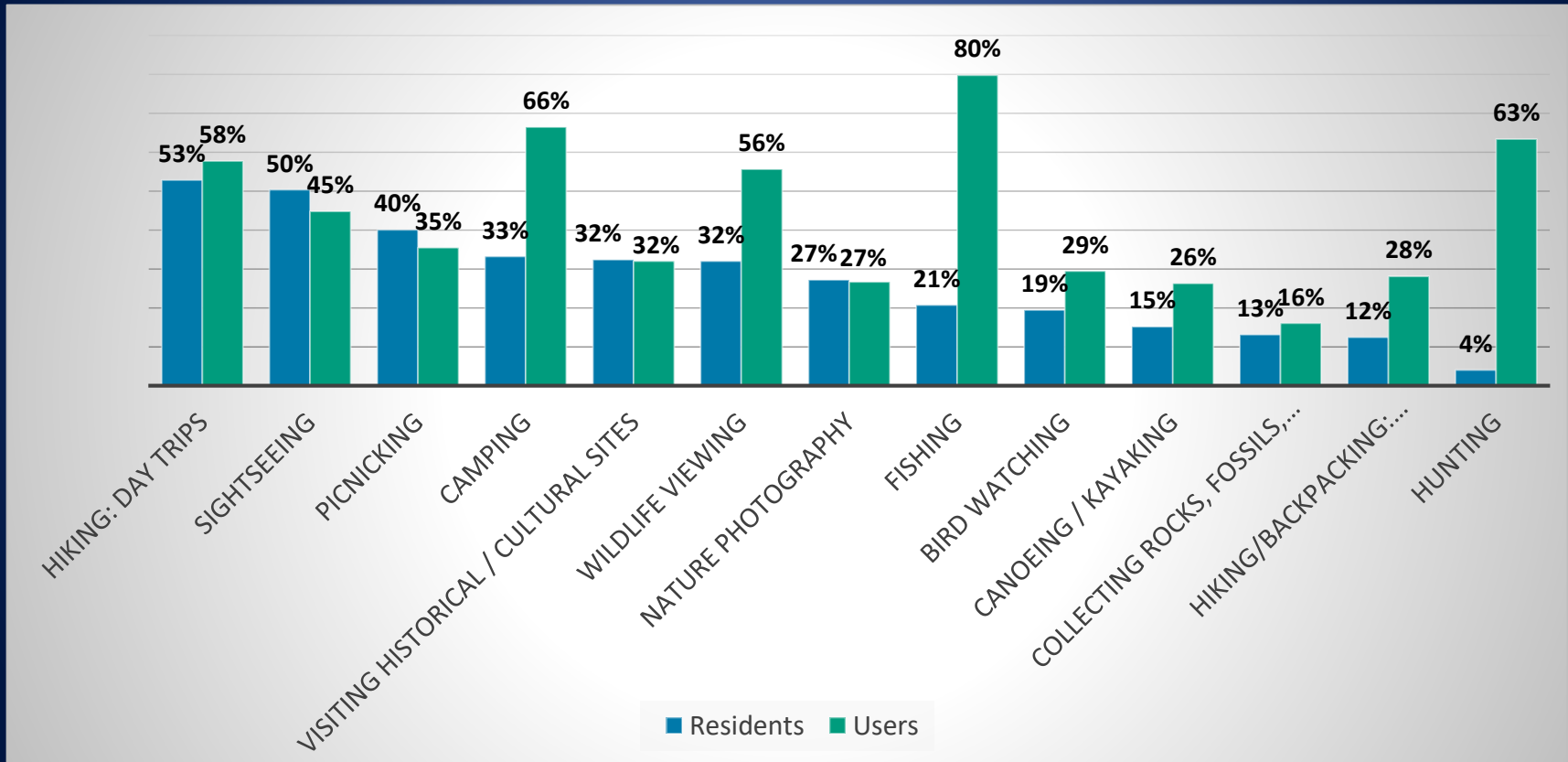
Age	Residents	Users
18 – 34	31%	10%
35 – 54	34%	34%
55+	35%	56%
Mean	47.6	54.9

HH Comp	Residents	Users
Single-person	18%	9%
2+ adults / no kids	51%	61%
Family with children	30%	30%

Gender	Residents	Users
Female	50%	10%
Male	50%	90%

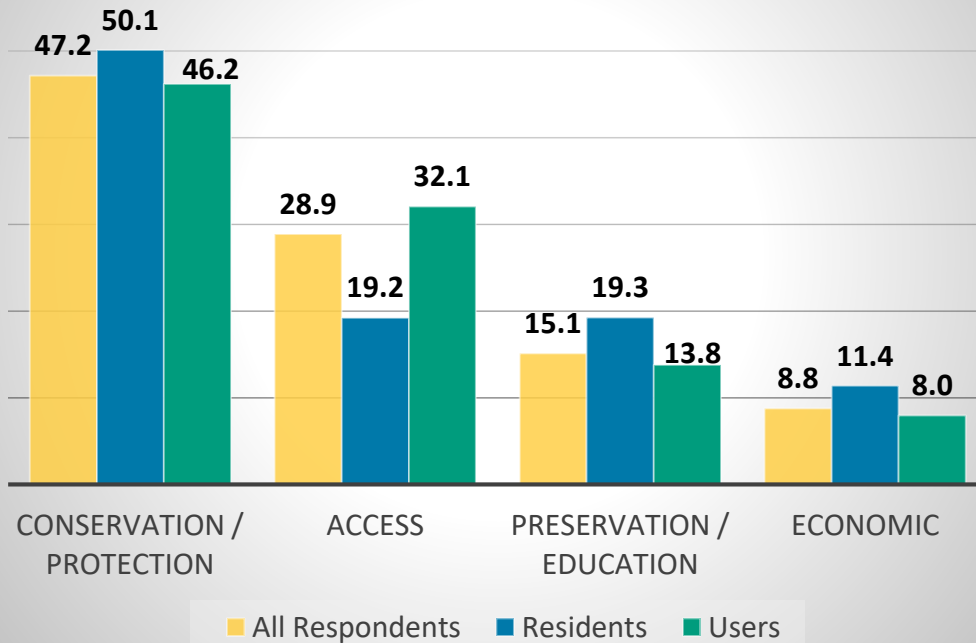
Income	Residents	Users
<\$35K	19%	7%
\$35K-<\$50K	13%	9%
\$50K-<\$75K	20%	17%
\$75K-<\$100K	16%	20%
\$100K-<\$150K	19%	25%
\$150K-<\$200K	7%	11%
\$200K+	7%	10%

Most Popular Activities



Benefit Importance

Benefit Groups



Group	Benefits
Conservation/ Protection	Protecting species & habitats
	Keeping air & water clean
Access	Places to hunt & fish
	Access to marine and fresh water areas
	Access to undeveloped areas
	Places to hike
	Wildlife viewing
Preservation/ Education	Scenic views
	Family traditions / heritage
	Fostering health & wellness
	Preserving cultural and historical sites
Eco- nomic	Education
	Support for local economies
	Places to farm and graze

Resulting Brand Pillars

Providing Access

- Access to marine and freshwater areas
- Places to hunt and fish
- Access to undeveloped areas

Fostering Experiences

- Fostering health and wellness
- Places to hike
- Wildlife viewing
- Scenic views

Preserving Natural Heritage

- Protecting species and habitats
- Preserving cultural and historical sites
- Continuing family traditions
- Education

Protecting land, water, and wildlife

Active Land Management

Qualitative Research Findings

Overview

Tested the four brand pillars by asking five questions about each:

1. What does it [BRAND PILLAR] mean to you?
2. When you think of [BRAND PILLAR] as it relates to Washington Department of Fish and Wildlife, what do they do on the land they own and manage regarding [BRAND PILLAR]? What is their role in relationship to [BRAND PILLAR]?
3. What, if anything, about the phrase [BRAND PILLAR] is unclear?
4. What would make you be more likely to believe that Washington Department of Fish and Wildlife [BRAND PILLAR]?
5. What message could Washington Department of Fish and Wildlife share with you that would make it more like that you would believe they are [BRAND PILLAR] on the lands they own and manage?

Participants rated each of brand pillars on five dimensions: attention-getting, believability, relevance, getting more information, increases positivity.

WDFW Lands Role

Many people (residents and users) are unable to describe what WDFW does.

*“I don't really know. I just **assume** it has to do with protection of fish and wildlife from people as well as protecting us from them.” (Resident)*

*“I **assume** it's responsible for protecting the wildlife, promoting environmental awareness, and registering hunters.” (Resident)*

*“I **think** the agency is responsible for the protection of wildlife and wildlife area in the state of Washington. I **think** it prevents certain species of animals from being hunted to extinction and also helps land with rare vegetation not to be ruined.” (Resident)*

“I don't really know. It seems like your agency would be advocating for clean water, support for our salmon habitat, etc. I also assume you are responsible for issuing licenses for clam digging, hunting, etc.” (User)

“Not sure how to answer this question. So I will just say conservation of our lakes land fish and wildlife.” (User)

WDFW Lands Role – Key Themes

Protection

Conservation

Advocacy (resource and user)

Management

Regulation

Enforcement

Managing/ Controlling Access

Ensuring Access

Key Themes



Protecting Land, Water, and Wildlife: Meaning

Most participants focused on the idea of “protection.”

*“It means **keeping them as they are** and not allowing anything that would endanger them: pollution, selling or allowing commercial uses, keeping the plants and animals wild and in sufficient numbers to survive.”*

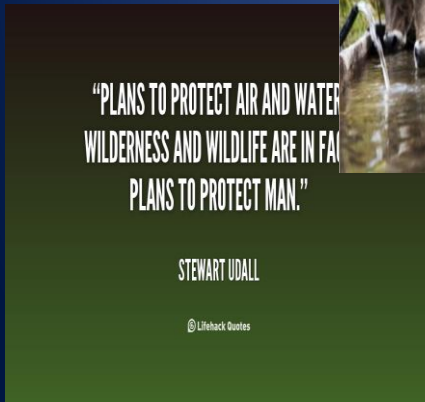
*“It means **overseeing the balance** that is needed in an ecosystem. That includes keeping streams and other water sources clean, controlling how the land is used, and watching for wildlife that has no predator.”*

*“It means **having certain areas put aside** that are not for sale. Not for the development or exploitation of resources that puts too much pressure on an already overburdened balance.”*

Protecting/ preserving for future generations is a major reason for doing this.

*“It means preserving the ecosystem that it will **continue to flourish**. The species that live on the land if they are plant or animal will be allowed to grow, evolve in a natural way with the least possible human interference. In this way **generations to come after us** will be able to continue to see and enjoy the ecosystem as close to as pristine as it is now.”*

Protecting Land, Water, and Wildlife: Images



Providing Access: Meaning

The meaning of this phrase was less clear. For some, it means access for all.

*“Making sure that **each and every member of the public** is physically and mentally able to enjoy the particular land.”*

*“Finding ways for **everyone** to take part in what is being offered.”*

*“It means making sure that **ALL citizens** can access the lands, including all of different abilities.*

*“That they allow the **general public** to get to and utilize the land that belongs to us.”*

Others saw it as providing more limited or controlled access to less developed areas.

*“More accessibility to **less traveled** hideaway areas.”*

*“We are **allowed** on the property as long as we follow the guidelines i.e., no motor vehicles, or hunting.”*

“Allowing into closed areas.”

*“It means public **access to certain areas** to hunt, fish, and recreate in other manners.”*

Providing Access: Images



Preserving Heritage: Meaning

Most suggested that preservation heritage means keeping things natural or returning them to what they were in the past.

*“Keeping the land as **natural as possible**.”*

*“Preserving heritage means that you **protect the past**--the things that have existed since long before written logs.”*

*“Allowing us to enjoy the land as our **ancestors did**.”*

As with the core attribute a reason for doing this is to preserve for future generations.

*“It means **saving something of our past** that has meaning to who we are and where we come from. It means preserving something of meaning **for future generations**.”*

*“It means **maintaining** something that is **passed down from one generation to the next**.”*

*“Preserving heritage means making sure that the **history** of the land is **passed on to future generations**.”*

Preserving Heritage: Images



Fostering Experiences: Meaning

Most frequently described this as providing an environment or opportunity that results in lasting, positive memories.

*“It means giving the opportunity to create **special moments**. It creates an environment that allows to have positive experience that will leave a lasting impression.”*

*“Nurturing and **memorable experiences**. Something enjoyable you will always remember.”*

*“Taking my grandkids outside to enjoy activities such as camping. Something they'll **remember**.”*

*“It means that the environment and things around you serve to create **new experiences and memories**.”*

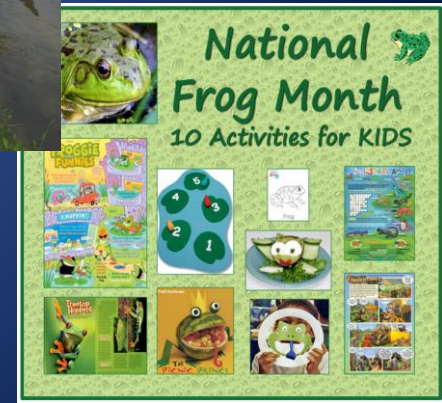
Fostering experiences also means an opportunity to learn or try new things.

*“Helping the public access the lands and **educating** them about these environments.”*

*“Encourage[ing] other people (especially children) to live and explore a situation (reminds me of hands-on school activities during field trips), **creating opportunities** to live fully, to experience things IRL [in real life].”*

*“**Providing opportunities** for those who wish to **engage** in a **new experience**.”*

Fostering Experiences: Images



Proposed Brand Platform

WDFW Lands Division Brand Pillars



Messaging:

What do they need to know/ hear?

Protecting Land and Water for Wildlife and People:
What is being done, what is the Plan?

Providing Access

More Welcoming Message

More specificity on what is offered where, when, and how

Reasons for Controlling Access

Fostering Experiences

Focus on general, memorable experiences

Specific experiences or events

Preserving Heritage

Preservation coupled with a reason for doing so

Specific messages of what the agency has done

WDFW Lands Division Brand Platform

Our Vision (what are we in service of?)

A Washington where fish and wildlife thrive in healthy habitats, and where people experience and enjoy our state's natural gifts for generations to come.

Our Mission (what do we do?)

By actively managing lands, restoring habitats, and preserving wild places, we serve as stewards and guardians for Washington's natural places and wildlife.

WDFW Lands Division Brand Platform

Our Purpose (why are we here?)

To protect land and water for wildlife and people.

Brand Promise (the benefits we provide to our audience)

WDFW protects Washington's natural places and wildlife to reflect the value all of us place on our state's rich heritage, to celebrate the unique experiences it has to offer, and to ensure that these lands will be available to future generations of people and wildlife.

WDFW Lands Division Brand Platform

Positioning Statement (what differentiates us?)

WDFW Lands provides active and ongoing management of public lands and water for people to explore and engage, to support lifestyles and livelihoods, to foster shared experiences, and to preserve Washington's proud natural and cultural heritage--now and in the future.

Our land, water and wildlife matter, and we exist to ensure they'll be here forever, for all of us.

Our Personality (tonality)

- Active
- Protective
- Caring
- Accountable
- Credible
- Inclusive
- Future-oriented
- Purpose-driven
- Problem-solving

Key Messages

PROTECTING LAND AND WATER FOR WILDLIFE AND PEOPLE

WDFW Lands Division does more than management. We nurture our wildlife and habitats for present and future generations.

PROVIDING ACCESS

Our work ensures that healthy habitats can be enjoyed, and that those in trouble can be restored – getting us all closer to nature.

Key Messages

PRESERVING HERITAGE

WDFW is committed to safeguarding the unique heritage of our state's fish, wildlife and people.

FOSTERING EXPERIENCES

WDFW is dedicated to keeping Washington a place where fish, and wildlife thrive – and where memories are made every day.

Next Steps

- Finalize Brand Platform (end of January)
- Incorporate into statewide messaging (website, leg session, etc.)
- Begin to implement on 2-4 Wildlife Areas (by June 2019)
- Incorporate implementation throughout all Wildlife Areas as the standard operating procedure (on-going)

Questions?

