

Core Words

DESCRIBES WHO WE ARE

- Voluntary - 3
- Collaboration - 3
- Accountable
- Proven
- Innovative
- Forward focused
- Relational
- Science-based
- Ambitious
- Community-driven
- Statewide-coordinating
- Supportive
- Transparent
- Empowering
- Understanding
- Independent
- Integrity
- Committed
- Passionate
- Resilient
- Data-driven

What sets us apart from others in our field?

**Community-based / local coordination
incentives for local landowners**

Convener / collaborator of diverse partners

Local and voluntary participation

**Empowering local conservation through
creative partnerships, technical support and mentoring**

**Elevating and scaling of conservation districts
(independent agency sets us apart nationally)**

**Grassroots democratic leadership
with community elected reps**

**Nimble and accessible funding to conservation districts;
efficient return on investment**

**Relationship between SCC and conservation districts
builds trusted relationship with landowners**

What sets us apart from others in our field?

Led by districts and purpose to be responsive and supportive

Relationships – unique trusting relationships across audiences (rural and urban)

Bring funding together; palatable passthrough funding

Variety of voices who work effectively in diverse groups successfully

Baked in network that starts on the ground; established local

Efficient, timely delivery of systems

Nimble – able to respond and find creative solutions due to our expertise and how we do things

What sets us apart from others in our field?

Trust due to non-regulatory

Statutorily mandated support to conservation districts

Everything is voluntary

**Unique support of narrow service provider pathway –
we work with districts who carry expertise**

Nimble – ability to get things done

**Grassroots, community approach supports state
priorities in a collaborative nature with local districts
and partners like (WACD)**

Independent commission

Mission Statements

SCC supports community-based voluntary conservation to improve natural resources.

Empowering voluntary conservation by supporting local conservation districts with resources and statewide coordination to sustain Washington's natural resources.

SCC supports conservation districts to deliver community-driven, voluntary conservation of resources to create a healthy and resilient future.

Vision Statements

We envision a future with a resilient natural environment that sustains communities, ecosystems, and working lands.

(24 points)

All Washingtonians understand the value of and care for our diverse natural resources.

(13 points)

All communities have the resources they need to reach their voluntary conservation goals.

(10 points)

Aspirational Headlines

WA boasts the biggest percentage of protection of natural resources in the nation

State conservation commission turns the tide on natural resource protection: we were losing, now we're winning

SCC & conservation districts are recognized as most efficient delivery system in the state

Conservation districts & SCC receive award from legislature for protection of natural resources

Conservation without borders bridges the rural/urban divide

The soil is alive and climate change is thwarted thanks to locally-led conservation

Aspirational Headlines

**Conservation districts save WA farmlands
for future generations**

**Conservation districts help next generation of
farmers take the land and produce for the future**

**WSCC and conservation districts prove that
collaboration is a more powerful tool than
regulation for conservation goals**

**Cultivating change – how Washington state
conservation districts are turning farms into
frontlines for local communities**

**Private land managers restore salmon runs,
PS orcas, and sage grouse to historic levels
through voluntary conservation**

Strategic Planning Survey and May Strategic Planning Workshop Feedback

- Desire to strengthen relationship between SCC and districts.
- Desire for stable, predictable, flexible, and long-term funding and to modernize the grant management system.
- Need for better monitoring and reporting mechanisms like GIS, better defined metrics and monitoring tools.
- Improve external communication to better tell our story and internal communication to improve transparency, collaboration, and decision-making.
- Be nimble and adaptable to meet evolving policy, funding, and needs.
- Consider emerging topics including climate change impacts, agricultural viability, political polarization, urban-rural divide, technology and regulatory/funding pressure.
- Clarify roles with partners and better define SCC's unique value against other agencies.
- Improve Commission meeting structure to better support engagement processes and inclusive, community-building practices.
- Our greatest strengths lie in our local trusted relationships between landowners and conservation districts and voluntary model.