

VISION STATEMENT DISCUSSION DOCUMENT

Introduction

In the February Implementation Committee (IC) meeting, we began brainstorming concepts for the Ecosystem Recovery Plan Vision Statement. We're looking to develop a statement that provides direction to a set of goals from which to orient recovery planning, monitoring and adaptive management, decisions, and products. The statement should be: 1) short; 2) specific; 3) ambitious; and 4) aligned to the LIO's values or priorities. Some questions to consider answering with the statement:

Why are we developing this plan?

Who will benefit from this plan?

What role will it play in improving human wellbeing and ecosystem recovery?

How will it accomplish this?

What will our area look like in 5 years? 10 years? When we accomplish everything laid out in this plan?

Group Brainstorming Notes from February IC Meeting Flipchart

The following thoughts arose during group brainstorming at the February IC meeting:

- What does recovery look like?
- Watershed-specific
- Human factors (positive & negative)
- Human behaviors
- Awareness
- Guide development to protect ecosystem
- Outreach tool
- Existing conditions
- People/past/present/future
- Ecosystem components
- Why ecosystem important
- Resonate with community
- Social marketing
- Internal communication
- Secure resources to implement plan
- Vision to include key principles
- Identify gaps and barriers

Vision Statement Ideas for Discussion at March 14 IC Meeting

1. The Snohomish-Stillaguamish LIO Ecosystem Recovery Plan presents a framework for understanding and managing environmental problems facing ecological systems and human communities in our watersheds and identifies opportunities for advancing the protection and recovery of Puget Sound.
2. The Snohomish-Stillaguamish LIO Ecosystem Recovery Plan is an adaptive approach to addressing environmental problems and maximizing opportunities for the protection and recovery of natural systems and human values in our watersheds while helping to improve the health of Puget Sound.
3. The Snohomish-Stillaguamish LIO Ecosystem Recovery Plan presents a framework for progress toward a healthy, resilient ecosystem that contributes to the protection and recovery of Puget Sound.
4. The Snohomish-Stillaguamish LIO Ecosystem Recovery Plan outlines actions that will advance ecosystem recovery and help us create a healthy, sustainable future for people and nature.
5. The Snohomish-Stillaguamish LIO Ecosystem Recovery Plan is charting a path towards healthy, sustainable communities and ecosystems in our watersheds.