



Frequently Asked Questions

June 10, 2010

Question 1: What is Project Concentrus?

Answer: It is an “open” engagement, planning, and decision-making process to strengthen economic vitality across Snohomish County by unifying, intensifying, and focusing the efforts of various countywide and community economic development, business service, and business advocacy organizations. Conversations began in early 2009, the consultants were hired in May 2010 and the process is expected to be concluded by November of this year, with implementation work extending into 2011.

Question 2: Who initiated Project Concentrus?

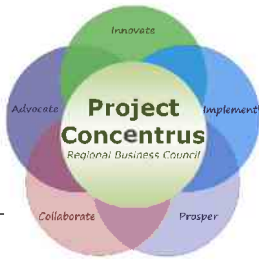
Answer: In consultation with a wide variety of public and private stakeholder groups, the project was initiated jointly by the Economic Development Council of Snohomish County, the Everett Area Chamber of Commerce, and the South Snohomish County Chamber of Commerce.

Question 3: Why was the process initiated?

Answer: It was initiated for three important reasons. First, Snohomish County’s current system of economic development, business services, and business advocacy organizations are not using their full “collaborative advantage” to position the County and its communities to develop their best economic and business development opportunities. Second, Snohomish County must do a better job of advocating its business and economic interests, increasing its clout within the Puget Sound region, and at the state and national levels. Finally, Snohomish County must develop a more cost-effective approach to sparking economic vitality in the future. Organizational budgets, leadership, staff professionals, and other resources must be focused on Snohomish County’s most important business growth, job creation, and countywide and community economic vitality opportunities.

Question 4: How is this process different than other efforts to strengthen Snohomish County’s economic base?

Answer: Earlier efforts have focused on improving the County’s economic development, business services, and business advocacy in more narrow and isolated ways. These earlier efforts were more traditional in their approach. Project Concentrus focuses on increasing the overall economic vitality of the County’s economic system and moving its economic development, business services, and business advocacy to a more inclusive, integrated, unified, and performance-based approach to economic advancement. The focus on economic vitality sees the County’s economic system as a living system that must grow in a balanced



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and sustainable way, while serving the interrelated economic needs of businesses, local governments (cities and towns), institutions, and citizens.

Question 5: Who are the leaders of the Project Concentrus process, and what is the role of these leaders?

Answer: The process is led by a 25-member Oversight Committee, which includes public and private sector representatives from each of the three initiating organizations, and other leaders from Snohomish County's business and community sectors. A list of the Oversight Committee members is found at the end of this FAQ document.

The key roles of the Oversight Committee are to: 1) guide the process from a leadership perspective; 2) examine the facts produced by the two project consultants (Don Iannone and Dr. Zara Larsen) from Donald T. Iannone & Associates of Cleveland, Ohio; 3) invite and listen to the various ideas and views expressed by groups and individuals across the County; and 4) make balanced and effective decisions about how Snohomish County should organize itself to promote and assist future economic vitality at the countywide and community levels.

Question 6: Who is Donald T. Iannone & Associates (DTIA)?

Answer: DTIA is a highly experienced economic development consulting firm based in Cleveland, Ohio. The firm has helped other clients with similar needs to Snohomish County, and it brings a deep national understanding of economic development organizations, programs, and strategies. Dr. Zara Larsen, a highly experienced organizational change consultant from Tucson, Arizona, is a part of the DTIA team. Dr. Larsen brings major organizational development and change management experience from the corporate world. Together, Don Iannone and Zara Larsen bring the right skills and experience to help Snohomish County leaders achieve Project Concentrus' objectives.

Question 7: Beyond the three initiating organizations, who else is involved in the process?

Answer: The process is very inclusive, and it will actively engage private and public sector leaders, business owners and executives, and citizens from all parts of the County, including leaders from large and small businesses, young professionals and emerging leaders, community chambers of commerce, Snohomish County Government, Snohomish County cities and towns, the Tulalip Tribes, workforce development organizations, educational institutions, the ports, public service and utility service organizations, and tourism and downtown development groups.



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Question 8: How will all of these groups be engaged in the process?

Answer: Engagement opportunities will include: 1) monthly Oversight Committee meetings; 2) meetings with individual organization boards; 3) a series of community focus group meetings in the southern, central, eastern, and northern regions of the County; 4) one-on-one meetings and interviews with key public and private sector leaders; 5) a Web-based survey of citizens and businesses; and 6) regular email and website communication updates.

Question 9: What is the process being followed by Snohomish County leaders in Project Concentrus?

Answer: A 3-phase process is being followed. In the first phase (May-July), the County's various stakeholder groups and citizens are being engaged and invited to share their ideas about the current situation and how to move forward in the future. Also in phase 1, the roles and responsibilities of the County's various economic development and business advocacy groups will be studied. In the second phase (July-September), a series of decisions will be made by the Oversight Committee regarding future organizational approaches and priorities. These decisions will be supported by a review of relevant county and community economic development best practices from across the country. In phase 3, the final project recommendations approved by the Oversight Committee will be implemented. Public engagement will continue throughout phases 2 and 3.

Question 10: How can you share your ideas with us?

Answer: There are a number of ways you can do this. For one, email or call us directly and provide us with your ideas. Secondly, request that we add you to our mailing address to receive regular communications. Third, when the Web survey is launched, be sure to participate. Finally, invite us to visit your organization or community to dialogue about the project.

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Project Concentrus Oversight Committee

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Dom Amor, Puget Sound Energy
John Bell, Willis Hall Winery
Todd Brunner, Brunner Construction
John Caulfield, City of Mountlake Terrace
Rick Cooper, The Everett Clinic
Patty DeGroodt, Providence Regional Medical Center Everett
Crystal Donner, Pertee Engineering
Joyce Eleanor, Community Transit
Stan Finley, Comcast
Allen Funk, The Herald
Steve Gilmore, The Boeing Company
Jean Hales, South Snohomish County Chamber of Commerce
Mayor Dennis Kendall, City of Marysville
Chris Knapp, Anderson Hunter Law Firm
Deborah Knutson, EDC of Snohomish County
Mark Lewinski, Kirtley-Cole Associates LLC
Cathy Reines, First Heritage Bank
Executive Aaron Reardon, Snohomish County
Caldie Rogers, Marysville Tulalip Chamber
Reid Shockey, Shockey/Brent, Inc.
Louise Stanton Masten, Everett Area Chamber of Commerce
Mayor Ray Stephanson, City of Everett
Greg Tisdell, Tiz's Door Sales
Rich White, The Boeing Company