



SAN BERNARDINO VALLEY MUNICIPAL WATER DISTRICT
380 E. Vanderbilt Way, San Bernardino, CA 92408

BOARD OF DIRECTORS WORKSHOP

AGENDA

9:30 AM Wednesday, November 16, 2022

CALL TO ORDER

1) INTRODUCTIONS

2) PUBLIC COMMENT

Any person may address the Board on matters within its jurisdiction.

3) DISCUSSION AND POSSIBLE ACTION ITEMS

- 3.1 Approve Branding: New District Logo, Tagline, Look
[Staff Memo - Approve Branding: New District Logo, Tagline, Look](#)

4) ADJOURNMENT

PLEASE NOTE:

Materials related to an item on this Agenda submitted to the Board after distribution of the agenda packet are available for public inspection in the District's office located at 380 E. Vanderbilt Way, San Bernardino, during normal business hours. Also, such documents are available on the District's website at www.sbvmd.com subject to staff's ability to post the documents before the meeting. The District recognizes its obligation to provide equal access to those individuals with disabilities. Please contact Melissa Zoba at (909) 387-9228 two working days prior to the meeting with any special requests for reasonable accommodation.



DATE: November 16, 2022

TO: Board of Directors Workshop

FROM: Heather Dyer, Chief Executive Officer/General Manager
Melissa Zoba, Chief Information Officer

SUBJECT: Approve Branding: New District Logo, Tagline, Look

Staff Recommendation

The Board of Directors is asked to participate in this workshop and approve the branding elements, specifically the name, tagline, logo, and look.

Summary

At today's workshop, the Staff will present the revised proposed District logo and branding to the Board of Directors. The presentation will include a discussion of the District's name, tagline, logo, and look, which includes, among other elements, colors, fonts, and layouts for use in District branding. The Board is asked to approve the updated proposed logo and branding elements.

Background

On June 1, 2021, the Board of Directors approved a proposal from Water Systems Consulting, Inc. (WSC), for \$120,545 to complete the Strategic Communications and Engagement Plan. On September 21, 2021, the Board of Directors approved Amendment 1 to the Agreement for \$9,655 to include a brand refresh as a component of the Strategic Communications and Engagement Plan.

On October 18, 2021, WSC led the Directors through a process to evaluate how the District's existing brand aligns with the District's communication goals, role in the watershed, and recently developed Strategic Plan. At this workshop, the Directors requested a follow-up to further discuss expanding the branding scope.

At the Policy Workshop on December 9, 2021, Staff presented three options for District branding: Refresh, Revive, and Rebrand. Each option offers a different level of updating and amending the

District's brand and branding elements. After discussion, the Directors recommended Staff bring the Brand Revive option to a future Board Meeting for consideration.

At the January 4, 2022, Board Meeting, the Board of Directors recommended the District proceed with a Brand Revive, a midrange rebranding effort. The Board of Directors approved Amendment 2 to the Agreement in the amount of \$60,440 bringing the total Branding/Strategic Communications and Engagement Plan contract price to \$190,640.

At the Policy Workshop on June 9, 2022, Staff led the Board through a Name Change Discussion in consideration of identifying a "common name" that could be used that accurately reflects the District's function and who it serves. At that time, the Board agreed the District keep the legal name and through the branding exercise, identify a common name.

At the Policy Workshop on August 11, 2022, the Board reviewed two different mood boards (looks) proposed for the Brand Revive, which featured color schemes, fonts, and photos. The Directors provided feedback to staff and directed staff to bring back an updated version of the logo and branding for consideration.

District Strategic Plan Application

The District Strategic Communications and Engagement Plan, and the Branding and Logo, align with the Strategic Plan value of being *trustworthy*, and strategy of "building trust by being a collaborative and resourceful partner through effective communication and engagement." Establishing a consistent and clear brand enables the District to achieve our mission more effectively as we communicate what we do and the value we bring to the communities we serve.

Fiscal Impact

The total contract amount for the project, (Strategic Communications and Engagement Plan, including the Branding Revive effort) is \$190,640. The remaining funds on the contract for these services have been budgeted in the FY 2022-2023 General Fund Budget under Account 6360 Consultants.