

Supplemental Documents for the
December 13, 2016 Board of Trustees Meeting
for Vallejo Sanitation and Flood Control District

**AGENDA ITEM #8A – STATUS REVIEW OF DISTRICT REBRANDING
PROJECT**

Vallejo Sanitation & Flood Control District

Visual Branding Survey

December 13, 2016

Overview

Based on direction given during the Trustee's goal-setting session in 2014, the District is working to refresh its brand. We have struggled with our existing name for a long time. It is confusing to the community; particularly the word "sanitation," which leads many to think that we provide their garbage service. We believe that the clearer we can be about who we are and what we do, the more we can help our community get the services they need from us quickly and easily.

We have formed a branding team, consisting of several staff members and two Trustees, and contracted with a consulting firm, Water Words That Work, to help us through this process effectively and efficiently. We reviewed our target audiences, noted how the brand is currently used, and analyzed how we could make our current name, slogan and mission statement more effective in conveying the services we provide to the community.

In October, we completed the first part of the project, which addressed written branding components, including a new name, slogan and mission statement. On October 11, the Board voted to approve the new written branding elements:

Name: Vallejo Flood & Wastewater District

Slogan: Wastewater. Stormwater. Floodwater.

Mission Statement:

Our mission is to make Vallejo a safe and healthy place to live and work. We do this by keeping the city's wastewater and stormwater free from pollution.

Elevator Speech:

We collect everything that goes down your drain or toilet. We treat it in our wastewater plant until it's clean. Then we release it into the Mare Island Strait. We also keep rainwater flowing into storm drains so it doesn't flood streets and buildings.

Following that vote, we moved onto the visual branding, i.e. a new logo. A description of what we were looking for (as developed early in the process by the Branding Team) was circulated to hundreds of designers around the world, in a crowd-sourced design contest. The team narrowed down the best options to the top three, and a public survey was created. The survey link was sent to more than 2,000 Vallejo residents, and was completed by 267.

Top Three Logo Candidates



Candidate A



Candidate B



Candidate C

Candidate A was the clear favorite, with 54% of the vote. Candidate B received 27% of the vote, and Candidate C received 19% of the vote.

Comments in support of Candidate A included:

- “It captures flood and wastewater, also giving the impression with an up-to-date logo that the District would lean toward being more innovative in approaches rather than standard or outdated.”
- “It is clean, fun and modern.”
- “The water drop says it all. It’s also modern and forward-looking. And my recent positive interaction with your District revealed that your agency is very up-to-date with your management and operations. This logo conveys that sense of being ‘with it’.”
- “I feel A is the best, easy to read and simple. Doesn’t look too busy or over the top. I can easily identify that this company deals with water. It says water/competence/community.”
- “It indicates a large checkmark for a job well done and the water drop is also clean.”
- “Clean, bright. Doesn’t look like other local agency logos so it’s very easy to differentiate this agency from the City and GVRD.”

We received both positive and negative comments about all three logos, and residents expressed appreciation for being included in the process and concern about costs. As we discussed in October, this change should not result in high costs. We replace uniforms every two years, so the new logo will be added on the next new order. We do not print large orders of business cards or letterhead, and letterhead changes with each new Board, so we will be able to incorporate the new logo in a fairly short time span without spending a lot of money. The decals on our trucks are worn out, and need to be replaced anyway, so that will be one thing we change soon.

Our Recommendation: Adopt Candidate A as the new District logo.