

Supplemental Documents for the  
October 11, 2016 Board of Trustees Meeting  
for Vallejo Sanitation and Flood Control District

**AGENDA ITEM #8A**  
**STATUS REVIEW OF DISTRICT REBRANDING PROJECT**  
**Water Words Survey Results**

# Vallejo Sanitation & Flood Control District

## Written Branding Survey

October 11, 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.

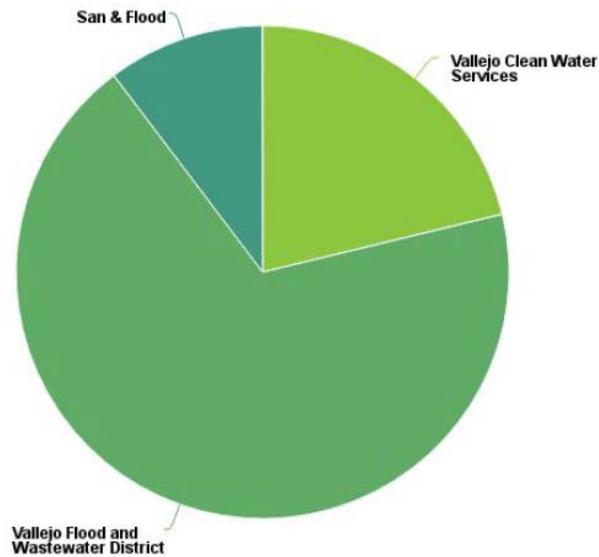
We are nearly finished with the first part of the project, which addresses written branding components including alternatives for our name, slogan, mission statement, and elevator speech. A number of choices were narrowed to three options in each category by the branding team, and a public survey was created. The survey link was sent to more than 2,000 people, and was completed by 165 individuals. Results start on the next page.

We do not anticipate that changing the brand will result in high costs. We hired a consultant, Water Words That Work, to structure the process so that it is efficient and results-based. Because of the nature of our work, we replace staff uniforms every two years. When the new uniforms are purchased, the new logo and name will appear on them. Vehicles won't be repainted, but the logo decals will be replaced. These are currently quite worn and in need of replacement. We do not keep large supplies of letterhead or business cards, so the change will not result in paper or financial waste.

On the legal side, there is a fairly simple process for using the new choice as our working name, without having to legally make the name change throughout the state. This was done successfully in San Francisco. They kept the legal name of San Francisco Public Utilities Commission, but on their logo, letterhead, social media, and outreach they use San Francisco Water Power Sewer.

## Survey Results: **Name**

Clear favorite, with 69% of the vote: **Vallejo Flood & Wastewater District**

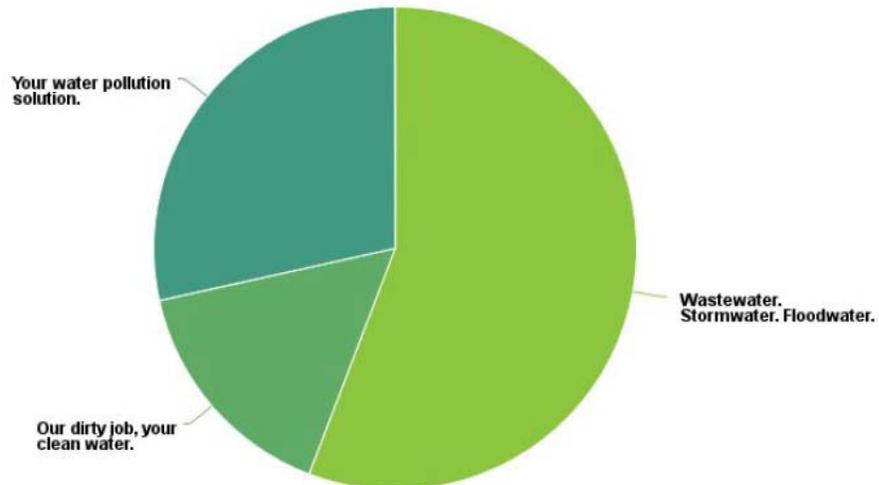


Comments in support of this **name** included:

- “Best description of services provided.”
- “It is exactly what you do, I like the name!”
- “Identifies it as a government district, and highlights what it does.”
- “Says what the District does without possibly being confused with drinking water.”
- “This name will help people find what they are looking for.”

## Survey Results: Slogan

Clear favorite, with 55% of the vote: **Wastewater. Stormwater. Floodwater.**



Comments in support of this **slogan** included:

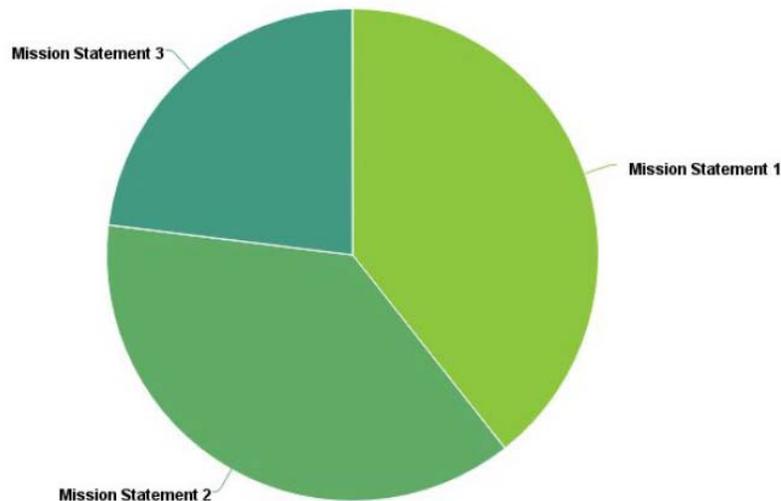
- “It is exactly what you do and to the point.”
- “Understandable in plain, simple words.”
- “Clear and direct.”
- “Tells the whole purpose in an easy-to-understand flow.”
- “Provides clarity of services provided.”

## Survey Results: Mission Statement

Two options were tied:

Mission Statement #1: We protect public health by treating wastewater and preventing flooding.

Mission Statement #2: 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.



Comments regarding these **mission statements** included:

Mission Statement #1:

- “It is short and concise.”
- “It’s simple and straightforward.”
- “It is simple and labels what you do.”

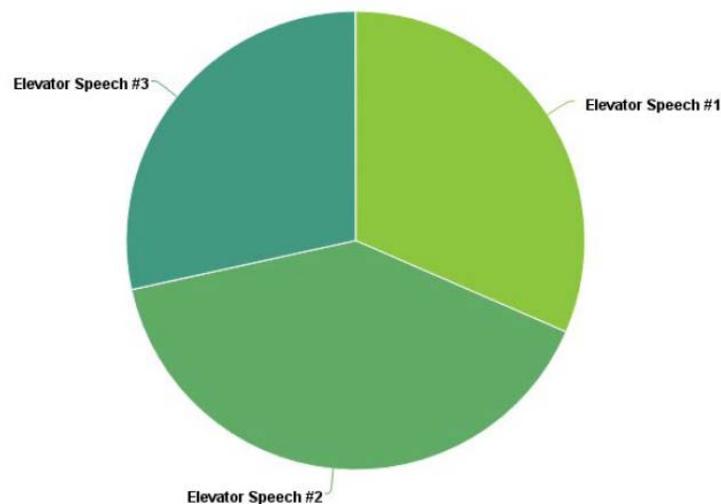
Mission Statement #2:

- “Easy to understand.”
- “It states what the District does and what the benefit to the public is.”
- “This statement gives the most detail.”
- “Goes into more depth and more completely describes what VSFCDD does.”

## Survey Results: Elevator Speech

With 41% of the total, this elevator speech was the winner:

**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.**



Comments in support of this **elevator speech**:

- “Easiest to understand.”
- “Best balance between simplicity and details.”
- “Clear and to the point.”
- “It clearly makes me understand the purpose of your organization and the benefit to me.”
- “It’s the unwashed truth of what you do. Most people don’t want to think about what they flush but in the interest of clean water, they should.”

## **Our Recommendations**

*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.