Agenda Report

File #: 2020-1255, **Version:** 1

FROM: James D. Herberg, General Manager

SUBJECT:

ORANGE COUNTY SANITATION DISTRICT BRANDING

GENERAL MANAGER'S RECOMMENDATION

RECOMMENDATION:

Approve the new Orange County Sanitation District Logo.

BACKGROUND

The Orange County Sanitation District's (Sanitation District) logo was last updated in 1989. This was the first time it had changed since the agency was formed in 1954. In 1998, when the agency underwent a name change, the existing logo was left unchanged, however the name was updated. For the last 21 years, the Sanitation District has had the same logo resulting in a dated and inaccurate representation or reflection of who we are and the work that we do today.

The Sanitation District is not a standard wastewater treatment plant. The Sanitation District is a resource recovery agency using all elements of the wastewater treatment process from recycling water, solids, and producing energy. The Sanitation District is a sustainable organization. A new logo that reflects the essence of who the Sanitation District is today is what is proposed.

RELEVANT STANDARDS

- Build brand, trust, and support with policy makers and community leaders
- Maintain collaborative and cooperative relationships with regulators, stakeholders, and neighboring communities
- Make it easy for people to understand OCSD's roles and value to the community.

PROBLEM

The current Sanitation District logo has not been refreshed in more than 30 years, making our agency's image appear out of date and not modern.

In addition, the Sanitation District is often confused with other agencies such as the Orange County Sheriff's Department and with trash disposal service companies. Providing clarity to the public helps us further spread our message.

PROPOSED SOLUTION

To help improve the image and branding of the agency, a logo redesign is proposed. The new proposed logo will provide the Sanitation District with a refreshed look that is more visually appealing. Rebranding the agency to "OC San" allows us to create an updated identity to reflect our forward thinking and innovative approach.

TIMING CONCERNS

A logo roll-out will be required to communicate with staff and the public on the reason for the change and to generate interest. The roll-out will need to be scheduled and timed to allow time for adoption and changes to be made.

The timing of this effort also took into consideration the new Sanitation District Headquarters building currently in design.

RAMIFICATIONS OF NOT TAKING ACTION

Confusion may persist amongst our community about our function and purpose. The acronym similarity between the Orange County Sheriff's Department and our agency will also remain.

ADDITIONAL INFORMATION

The logo was designed in-house using existing resources. The Sanitation District's Graphic Designer designed five logo options that were submitted to staff for a vote. Staff was also asked to submit their own design options to be entered for consideration. The second vote consisted of 11 logo options. The top four options were presented to management for a final vote and was the determining factor for the recommendation before the Committee.

FINANCIAL CONSIDERATIONS

The new logo will be rolled out over a two-year process to allow for the supplies that have our current branding to be utilized. As new material is needed, the new logo will be incorporated. Staff does not anticipate that additional funds will be needed to implement and promote the logo beyond currently planned expenditures. Existing outreach efforts which are already approved and budgeted will be used to advertise and market the change.

All items included in the Public Affairs Strategic Plan FY 2020-2022 are budgeted in the FY 2020-2022 Budget.

ATTACHMENT

The following attachment(s) may be viewed on-line at the OCSD website (www.ocsd.com) with the complete agenda package:

- Proposed Logo
- Presentation