

**Briefing for PWSRCAC Board of Directors – September 2020**

**ACTION ITEM**

**Sponsor:** Brooke Taylor and the Information and Education Committee  
**Project number and name or topic:** 3620 - Connecting With Our Communities Logo Adjustment Approval

1. **Description of agenda item:** The Board is asked to take action on the recommendation from the Information and Education Committee (IEC) to approve a logo adjustment developed through project 3620 - Connecting With Our Communities (CWOC). The CWOC project has been ongoing for several years. Staff have worked diligently with IEC to incorporate multiple rounds of feedback into this project, which will improve the Council’s communications and outreach. The potential logo update is only one piece of this project, but a number of other deliverables are dependent on a decision on this item.

Staff and IEC have been working extensively with the contractor, Helvey Communications, on concepts that address some of the issues with our current logo, including scalability. Extensive input has been gathered and incorporated starting at the volunteer workshop in December 2018 and culminating in group sessions held this past March for interested Board members, committee chairs, and staff, as well as individual polling on final concepts conducted over email and phone by Brooke Taylor in July and August.

Should the Board choose to approve an updated logo, staff will begin development of a rollout plan with Helvey Communications. It will be a slow rollout for the remainder of the year, allowing for reorder of Council materials where possible in replacing the logo to reduce costs. If the motion to adopt an updated version of the logos doesn’t pass, the Council’s current logo will remain in place.

The Board is also asked to consider and make a decision on whether to remove the apostrophe from the Council’s name (Prince William Sound Regional Citizens’ Advisory Council). It is common for many organizations that had a possessive name at creation to have dropped the apostrophe. Arguments made for dropping the apostrophe include: the meaning not being impacted (plural use vs possessive use) as our name represents a council of/for citizens either way; how often the apostrophe is currently left off by anyone other than staff; and current best practices in graphic design. Arguments made for keeping it include: traditional use since our creation; grammar correctness if implying possessive; and the possessive meaning adding power to our name. As consistency is important, if it is decided that the apostrophe should be dropped, this will apply to the Council’s name on all materials. A different format should NOT be applied to the logo versus other written materials.

2. **Why is this item important to PWSRCAC:** This project supports PWSRCAC’s mission by following the Council’s current strategic plan which directs the Council to: “Enhance the effectiveness of PWSRCAC. Review structure and change as needed.” It is important to evaluate the Council’s public relations strategies, image, messaging, and

the manner in which we solicit volunteers and public input to look for efficiencies and recommendations for improvement.

**3. Previous actions taken by the Board on this item:**

<u>Meeting</u>	<u>Date</u>	<u>Action</u>
Board	Sept. 2016	IEC recommendation for PR-Branding phase one contract approved at Board meeting as part of consent agenda
Board	May 2017	Board approved final report, “Brand Audit & Needs Assessment Report”
Board	Sept. 2017	Board approved funding for the 3620 - Connecting With Our Communities Project in the amount of \$50,000 from the contingency fund for FY18 to allow the RFP process to begin.
XCOM	Jan. 2018	Executive Committee authorized the Executive Director to enter into a contract with Helvey Communications for the 3620 - Connecting With Our Communities Project in an amount not to exceed \$50,000.
Board	Jan. 2019	The Board accepted the “Strategic Outreach and Communications Plan 2018” developed by Helvey Communications and Council staff.

**4. Summary of policy, issues, support, or opposition:**

Logo: As noted, extensive input was gathered throughout the development process for potential logo adjustments. In July and August, staff contacted most Board members, committee chairs, and staff to gather individual input in determining the final two selections for the Board to vote on in September. IEC endorsed version 1. When looking at the whole group (Board, chairs, staff), there was a pretty even split between use of PWSRCAC within the logo or just RCAC. In looking at only Board members, PWSRCAC was favored. Given these factors, both versions 1 and 2 were selected for final determination by the Board.

Apostrophe: During the individual polling in July and August (responses received by 40 individuals, 14 of whom were Board members), dropping the apostrophe had the majority (20), furthered by the second largest group not caring either way (10). When looking at Board votes alone, there was a tie between those that wanted to keep it and those that did not (5 keep, 3 no opinion, 5 drop). Those that wanted to keep it felt strongly about doing so. As consistency is important, if it is decided that the apostrophe should be dropped, this will apply to the Council’s name on all materials. A different format should NOT be applied to the logo versus other written materials.

**5. Committee Recommendation:** The IEC has accepted the submitted versions of the logo and approved forwarding them to the Board. Further, IEC specifically endorsed logo version 1 as best fulfilling the requirements for the logo while incorporating the feedback from volunteers.

**6. Relationship to LRP and Budget:** Funding for this project has been in the approved budget for all the fiscal years it has covered and is in the current budget approved by the Board at the May 2020 Board meeting.

**3620-Connecting With Our Communities  
As of August 17, 2020**

<b>FY-2021 Budget</b>	<u><u>\$55,875.00</u></u>
<b>Actual and Commitments</b>	
Actual Year-to-Date	\$843.75
Commitments (Professional Services)	<u><u>\$34,531.00</u></u>

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Actual + Commitments	<u>\$35,374.75</u>
Amount Remaining	<u>\$20,500.25</u>

### 7. **Action Requested of the Board of Directors:**

1. Following a roll call poll for each Board member to state their preference for option 1 or 2 of the adjusted logo, the following motion is requested to be made for the option having the majority vote:
  - a. “Adopt the presented version (1 or 2) as the new logo for the Prince William Sound Regional Citizen’s Advisory Council.”
2. Following a roll call poll for each Board member’s preference on keeping or dropping the apostrophe from the Council’s name (logo AND written materials), should the majority indicate a preference to drop it, the following motion is requested to be made:
  - a. “Approve the removal of the apostrophe from the word “Citizens” in the Council’s name within the logo and all written materials going forward.”

### 8. **Alternatives:**

Logo: The Board may request to view and choose another version from those that were developed by the contractor. The Board may also choose to accept the logos as fulfilling the contract deliverable, but remain with the Council’s current logo.

Apostrophe: The Board may choose to retain the apostrophe in the Council’s name.

### 9. **Attachments:**

- a. Potential logo updates versions 1 and 2
- b. Connecting With Our Communities - project overview/update.

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VERSION **1**



VERSION **2**



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**Connecting With Our Communities – Project overview/update - 8/14/20**

1. Overview of how the original project idea was generated.
  - a. The concept was originally developed by Jim Herbert, Linda Robinson, and former staffer Lisa Matlock while staffing the Council's booth at a conference.
  - b. There was a recognized need for the organization to be more strategic with our communication and outreach, to develop mechanisms for staff to better evaluate outreach efforts, and interest in addressing some issues with our current logo, such as scalability.
  - c. In 2016, a contractor was selected for the first phase through a RFP process.
  - d. Brooke Taylor was hired at the end of 2016 and staff members Lisa Matlock and Amanda Johnson handed over lead on the project to Brooke. Work with the contractor began shortly after the handoff.
  - e. After the FY17 contract was completed, IEC reevaluated the project's direction. A new RFP was issued for FY18, which resulted in the selection of Helvey Communications.
2. Overview of deliverables and budget for each fiscal year.
  - a. FY17: Complete
    - i. Contractor, The Element Agency
    - ii. Budget: \$45,000 (all expended)
    - iii. Deliverables:
      1. Audit of current communications, including print publications, website, social media, outreach, etc.
      2. Survey internal and external audiences to determine their perceptions of the Council identity.
      3. Compile findings and develop recommendations for improving the Council's identity, outreach, and methods to meet Alyeska Pipeline contract and OPA90 objectives, as well as a plan for developing consistent materials and implementation.
  - b. FY18: Complete
    - i. Contractor, Helvey Communications
    - ii. Budget: \$43,469 (budgeted for \$46,750)
      1. \$3,281 under budget
    - iii. Deliverables:
      1. Comprehensive outreach and communication plan
      2. Organizational creative brief
      3. Subplans (outreach, social media, traditional media, advertising)
  - c. FY19: Ongoing
    - i. Contractor, Helvey Communications
    - ii. Budget: \$29,750 (currently expended: \$13,781)
    - iii. Deliverables:
      1. Potential logo adjustment, including input sessions with Board, staff, and other volunteers.
        - a. Final determination at the September 2020 Board meeting
      2. Update existing graphic design elements
        - a. Will happen after determination of any logo adjustments
      3. Draft talking points, using creative brief
        - a. In progress
      4. Provide guidance to align website with creative brief and updated logo elements, if approved
        - a. Will happen after determination of any logo adjustments

## 4-6 Attachment B

5. Training and orientation using creative brief and updated logo elements, if approved, to educate and onboard staff and key personnel about new guidelines.
  - a. Will happen after determination of any logo adjustments
6. Work with staff to develop social media structure and target audience analysis
  - a. In progress
- iv. Due to staff workload/commitments, in the interest of not rushing the logo adjustment process, and recently due to COVID-related timeline adjustments, this work has taken longer than expected. The FY19 contract has been extended until June 30, 2021.
- d. FY20: Ongoing, contract extended until June 30, 2021, after logo determination delayed due to COVID-19 considerations.
  - i. Contractor, Helvey Communications
  - ii. Budget: \$40,000 (currently expended: \$938)
  - iii. Deliverables from contractor (\$19,500):
    1. Logo rollout, dependent on approval of a logo adjustment
      - a. Development of plan and timeline with staff
      - b. Consultation and planning assistance for social media and hyper-local (radio, print, other) advertising
      - c. Core communicator training
    2. News media training for identified staff, spokespeople.
      - a. Proposal from Helvey received, was in discussion about content/timeframe before COVID-19 restrictions
    3. Stakeholder matrix development with staff focusing on outreach
      - a. In progress
    4. Social media content calendar
      - a. In progress
  - iv. The FY20 project also includes two non-contract budget items:
    1. Supplies:\$12,000
      - a. This is a very conservative estimate to replace materials that include the logo (e.g., business cards, letterhead, displays). We do not think it will take the full amount but there are a few unknowns like new signs for both offices.
      - b. For print materials, the plan would be to schedule the rollout in a way that current materials were used up whenever possible and the new logo implemented when new materials were ordered. This would mean the cost would be our standard reordering budget whenever possible, minimizing waste and additional cost resulting from this project.
    2. Advertising: \$8,500
      - a. Social media and hyper-local radio, print, etc. in our region to announce the new logo as needed.
3. Future years: Internal
  - a. Ongoing work by staff, directed by the Communications and Outreach Plan.
  - b. Possibility for additional contractor work, if needs are identified.
4. Total project budget for all four years: not to exceed \$158,219
  - a. Logo adjustment, including input sessions, development process, design, usage guidelines, and file packages: not to exceed \$12,500 or 7.9% of overall project budget.