



Memorandum

MONTEREY REGIONAL WASTE MANAGEMENT DISTRICT

Reviewed by: [Signature] Date: 8/13/21
General Manager

DATE: August 20, 2021
TO: Board of Directors
FROM: Director of Communications, Zoë Shoats
SUBJECT: Establishment of Ad Hoc Rebranding Committee

RECOMMENDATION: Establish Ad Hoc Rebranding Committee of the Board

BACKGROUND

District Communications and Public Education staff gave a presentation to your Board at the March meeting regarding the proposed process for rebranding the agency. In that presentation we outlined the approach, value, scope, resources, and tentative timeline for the project.

Since then, staff and consultants have reviewed previous public opinion survey results and the District's Leadership Team has engaged with a consultant to develop a 10-year strategic plan. The strategic planning process included development or refinement of mission, vision, values, metrics/targets, and strategies. The strategic plan will come to your Board in the form of a presentation at your September Board meeting for preliminary review and feedback. Specifically, the mission, vision, and values developed from as a part of the strategic plan are elements that will inform the new brand identity.

At this point, staff would like to propose that an ad hoc Rebranding Committee of your Board be formed with Directors Carrie Theis and Kim Shirley appointed to further direct the process and make recommendations the full Board.

Director Theis has a thorough understanding of our operations having served on the Board since 2015 and has long-expressed interest in seeing the District rebranded to better-reflect the diversity of our operation and offerings.

Director Shirley is newer to the Board, having served since 2020, and brings a fresh and unique perspective as an environmental activist and teacher, involved with many local environmental groups and organizations.

Staff recommends that this ad hoc Rebranding Committee be established to engage in rebranding of the District and make recommendations to the full Board.

FINANCIAL IMPACT

None