

RETHINK
REVISE
REBRAND

MRWMD 2021 Rebranding Approach



Throwaway Living

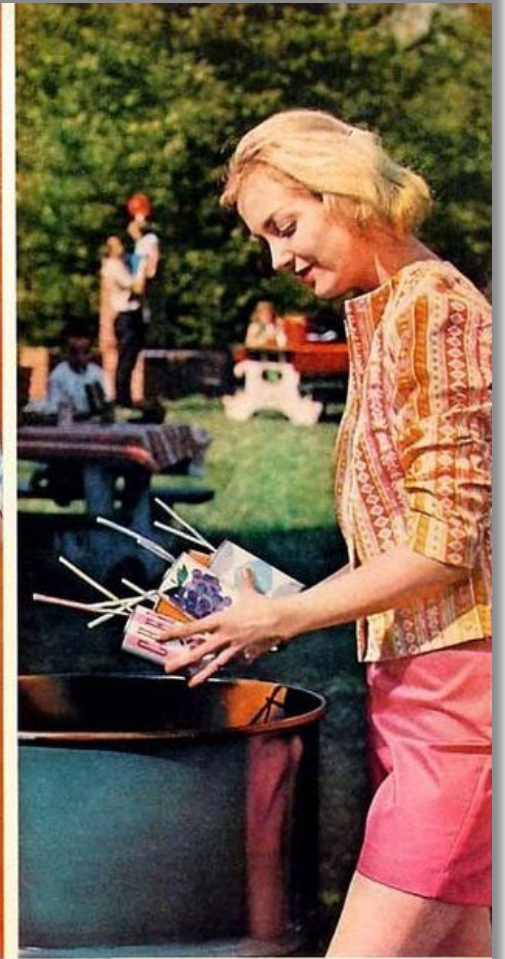
DISPOSABLE ITEMS CUT DOWN HOUSEHOLD CHORES

The objects flying through the air in this picture would take 40 hours to clean—except that no housewife need bother. They are all meant to be thrown away after use. Many are new; others, such as paper plates and towels, have been around a long time but are now being made more attractive.

At the bottom of the picture, to the left of a New York City Department of Sanitation trash can, are some throwaway vases and flowers, popcorn that pops in its own pan. Moving clockwise around the photograph come assorted frozen food containers,

a checkered paper napkin, a disposable diaper (seriously suggested as one reason for a rise in the U.S. birth rate) and, behind it, a baby's bib. At top are throwaway water wings, foil pans, paper tablecloth, guest towels and a sectional plate. At right is an all-purpose bucket and, scattered throughout the picture, paper cups for beer and highballs. In the basket are throwaway draperies, ash trays, garbage bags, hot pads, mats and a feeding dish for dogs. At the base of the basket are two items for hunters to throw away: disposable goose and duck decoys.

CONTINUED



Tote those empties?

Or toss 'em away?

Why make hard work out of enjoying soft drinks? Every delicious flavor now comes in throwaway steel cans. No deposits, no returns. And soft drinks in steel cans taste so darn good!

BETHLEHEM STEEL



Why Rebrand?

Our current brand no longer reflects our identity, vision, or the image we want to promote in the community. Since the inception of the current brand, we have grown beyond waste management and become a more holistic organization in terms of our services and goals.

A strong brand identity will help us realize our vision and goals through stronger engagement and support from our workforce and the community.

We are also commonly confused with the company Waste Management.





PILLARS OF SUSTAINABILITY

Our mission is to Turn Waste Into Resources in the most cost effective and environmentally sound manner to benefit the community.

PEOPLE



An engaged and talented workforce allows us to pursue the District's mission.

.....
Utilize an intentional and mindful process in the recruitment, development, and growth of our people.

.....
Build a high performance, safety-oriented culture.

.....
Promote the health and well being of our employees.

FINANCE



Strike a balance between community needs, cost containment, and environmental protection.

.....
Develop a sustainable revenue structure that provides funding for the programs and services we provide to the community.

.....
Follow and update the District's alternative funding options.

.....
Pursue strategic partnerships that allow for increased efficiencies and revenues, decreased costs, and enhanced environmental benefits.

ENVIRONMENT



The District's environmental stewardship promotes a sustainable community.

.....
Support member agencies with implementation of state-of-the-industry franchise collection contracts.

.....
Construct the MRF improvement project to increase diversion.

.....
Promote the beneficial use of biogas.

COMMUNITY



District services and programs to be responsive to the unique needs of our community.

.....
Ensure the effectiveness of the District's programs, services, and strategic partnerships.

.....
Strengthen the District's identity in the community.

.....
Build upon our coordinated education and outreach programs between District and community partners.

INNOVATION



Early adopters of programs and processes that best serve the needs of the District and the community.

.....
Track industry trends through involvement and education.

.....
Develop a comprehensive and innovative plan to maximize use of technology.

.....
Maximize opportunities to become a carbon-neutral energy producer.

A Brand is
More Than a Logo...

Identity + Image = Brand



Brand Identity Matrix

External	<p>VALUE PROPOSITION</p> <p>What are our key offerings, and how do we want them to appeal to customers and other stakeholders?</p>	<p>RELATIONSHIPS</p> <p>What should be the nature of our relationships with key customers and other stakeholders?</p>	<p>POSITION</p> <p>What is our intended position in the market and in the hearts and minds of key customers and other stakeholders?</p>
Internal/External	<p>EXPRESSION</p> <p>What is distinctive about the way we communicate and express ourselves and makes it possible to recognize us at a distance?</p>	<p>BRAND PROMISE</p> <p>What do we promise, and what are the core values that sum up what our brand stands for?</p>	<p>PERSONALITY</p> <p>What combination of human characteristics or qualities forms our corporate character?</p>
Internal	<p>MISSION & VISION</p> <p>What engages us (mission)? What is our direction and inspiration (vision)?</p>	<p>CULTURE</p> <p>What are our attitudes, and how do we work and behave?</p>	<p>COMPETENCES</p> <p>What are we particularly good at, and what makes us better than the competition?</p>

The background of the slide features a stack of cardboard boxes on the left, each with a 'FRAGILE' label and icons of a glass, a wine glass, and an umbrella. On the right, a hand is holding a pen, pointing towards the text. The overall scene is softly lit, suggesting a professional or business environment.

Conceptual Deliverables

- Values and Vision Statement
- Brand Name and Identity
- Key Message Development

Physical Asset Deliverables

- Logo Design
- Style Guide
- Collateral Materials
- Website
- Media Campaign

SOCIAL IMPACT



Self-transcendence

LIFE CHANGING



Provides hope



Self-actualization



Motivation



Heirloom



Affiliation/belonging

EMOTIONAL



Reduces anxiety



Rewards me



Nostalgia



Design/aesthetics



Badge value



Wellness



Therapeutic value



Fun/entertainment



Attractiveness



Provides access

FUNCTIONAL



Saves time



Simplifies



Makes money



Reduces risk



Organizes



Integrates



Connects



Reduces effort



Avoids hassles



Reduces cost



Quality



Variety



Sensory appeal



Informs

Elements of Value Pyramid

Products and services deliver fundamental elements of value that address four kinds of needs: functional, emotional, life changing, and social impact. In general, the more elements provided, the greater customers' loyalty and the higher the company's sustained revenue growth.

SOCIAL IMPACT



Self-transcendence

LIFE CHANGING



Provides hope



Self-actualization



Motivation



Heirloom



Affiliation/belonging

EMOTIONAL



Reduces anxiety



Rewards me



Nostalgia



Design/aesthetics



Badge value



Wellness



Therapeutic value



Fun/entertainment



Attractiveness



Provides access

FUNCTIONAL



Saves time



Simplifies



Makes money



Reduces risk



Organizes



Integrates



Connects



Reduces effort



Avoids hassles



Reduces cost



Quality



Variety



Sensory appeal



Informs



Future Positioning



Current Positioning



Proposal

Create a brand identity based on a value proposition that draws on input gathered from employee and community engagement, which also allows for contribution and buy-in to a vision statement and values-based organizational structure.

What are the benefits of this approach?

- Established vision
- More cultural cohesion
- Better work outcomes
- Employee satisfaction
- Roadmap for decision-making
- Prioritize what is important
- Enhanced transparency trust



Companies Driven By Values-Based Decision Making

Certified



Corporation



Monterey Bay
Aquarium®



OLIPOP™



Sir
Kensington's

Resources

- Staff time
- Boots Road Group
- Previous public opinion survey and staff surveys conducted
- Communications and Public Education department budget already has this project earmarked for rebranding and website redesign

Process Overview

1. Understand the Public
2. Understand Organizational Values & Culture
3. Develop a Vision
4. Develop the New Brand Identity
5. Roll-out

Note: Each step involves internal and/or external feedback



Understand the Public

- Pull from 2018 EMC Research's Public Opinion Survey
- Identify consumer segments
- If additional information needed, conduct digital surveys or focus groups

Understand Organizational Culture and Values

Identify and deepen values and culture with feedback from leadership, all levels of employees, and the Board/TAC through surveys and focus groups.



Develop a Vision



- Use feedback from internal and external engagement
- Create formal set of values, vision statement and value proposition
- Share and get feedback through focus groups
(Do they resonate? Did we hear and synthesize things correctly?)

Develop and Adopt the New Brand Identity



- Express the values and vision through the new brand name and identity
- Boots Road and staff develops/chooses the name
- Boots Road designs logo options, staff selects
- Get feedback from staff, public focus groups & revise if needed
- Board adopts brand identity

Roll-Out



- Internal communications to employees: Marlin, email, department huddles
- New website
- Social media posts and targeted ads
- Radio ads & PSAs
- Print ads
- Hauler newsletters

Tentative Timeline

Initial Surveys & Focus Groups

February - March

Develop Values, Vision, Value Proposition

April – Early May

Feedback from Focus Groups

Late May – Early June

Brand Identity Development

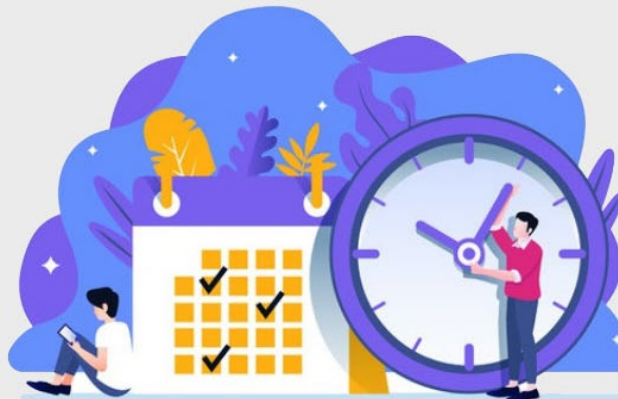
June - July

Feedback from Focus Groups & Final Edits

August - September

Roll-Out

Early October



How to activate and live brand value, vision, mission:

- Identify ways to have values, vision, mission live in District's culture
- Decide if it is a flexible values or hard values culture
- Conduct internal and external education and coaching
- Allow them to guide the business
- Hire, train, and hold people accountable to values
- What happens if employees are out of integrity with values?
- Frame new initiatives in terms of them

