Rebrand 2019

Supplemental Attachment 1 Pg. 1 of 11

Doing it the right way

We listened to and learned from the public, employees, and leadership to rebrand without any blind spots.

Community Based Focus Groups

Internal Surveys

4 Public focus groups 3 Employee focus groups



Internal surveys All-employee polls

Leadership Guidance

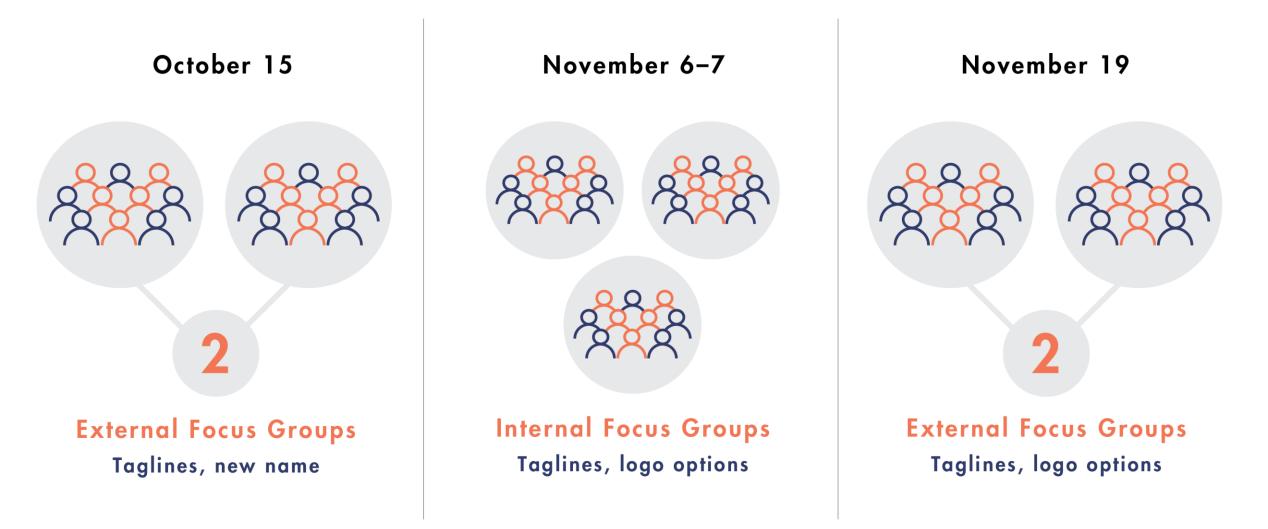


Guidance from Chiefs and Board of Directors

> Supplemental Attachment 1 R ^{eg}b² P⁶¹^h d 2019

LISTENING TO THE PUBLIC

Focus group sessions to listen and learn



Taglines

1A

2B

Clean Water • Healthy Environment • Flood Protection

2A Clean Water • Healthy Creeks • Flood Protection

Clean Water | Healthy Creeks | Flood Protection

Supplemental Attachment 1 R B^ob⁴ P^fa¹h d 2019 Logo option: A



Supplemental Attachment 1 **R ^{egg5} ^{ofa1}h d 2019** Logo option: A



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Supplemental Attachment 1 **R ^{By}b⁷ P^{fa1}h d 2019** Logo option: B







Clean Water • Healthy Creeks • Flood Protection



Clean Water • Healthy Creeks • Flood Protection

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Valley Water

To Whom It May Concern,

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Valley Water





Valley Water













To Whom It May Concern,



Next steps

Supplemental Attachment 1 R^P b¹ p⁵ h d 2019

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