



Santa Clara Valley Water District

File No.: 19-0928

Agenda Date: 11/12/2019

Item No.: 7.1.

BOARD AGENDA MEMORANDUM

SUBJECT:

Approve and Implement Proposed Rebranded Artwork for Water Truck Design.

RECOMMENDATION:

Review and approve the design and implementation of the proposed artwork for the Valley Water Truck Design, which incorporates the rebranded logo, moniker, and tagline for Valley Water.

SUMMARY:

On Sunday, July 28, 2019 Valley Water's water truck was damaged during the tragic shooting at the Gilroy Garlic Festival. The damage required panel repairs and they were completed in October. As a result, the surface of the truck has repair patches that cause an inconsistent look to the intended original truck wrap design.

Staff has developed new artwork for Valley Water's water truck that features our brand and official name. The water truck has been primarily used at community-sponsored events such as festivals and fairs, to serve chilled tap water to the public and facilitate a higher level of engagement with the community. The truck has also been available to deliver drinking water where needed during emergencies. Staff intends to continue to use the truck to promote the quality and taste of our tap water and to provide opportunities for increased engagement with the public at community events.

This presentation includes a recommended truck wrap design, which incorporates specific requests approved by the Board in September of 2017. Pending the Board's decision, staff will install a new wrap, which will include artwork that features Valley Water's newly branded identity, in addition to potential feedback from the Board.

FINANCIAL IMPACT:

The cost estimate to remove the existing vehicle wrap and install a new vehicle wrap is approximately \$7,500, and is funded in the FY20 budget under Project 60231002 Communications.

CEQA:

The recommended action does not constitute a project under CEQA because it does not have a potential for resulting in direct or reasonably foreseeable indirect physical change in the environment.

ATTACHMENTS:

Attachment 1: Recommended Artwork

UNCLASSIFIED MANAGER:

Rick Callender, 408-630-2017