

## Research Summary and Key Findings for Promotional Naming and Logo Design Concepts

In order to scale the District for growth, increase reach, enhance public visibility, and engage non-traditional audiences as outlined in the 2016 Strategic Plan, staff consulted with creative firm KBDA to develop and implement a research-based approach to build community engagement through rebranding. The goals of the research were to provide logo and naming recommendations that increase visibility and public awareness of the District's Water Conservation Center, percolation basins, and partnership projects in the region. This summary provides an overview of the methodology and key findings of the naming and rebranding research.

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### KEY QUESTIONS THAT GUIDED THE OVERALL RESEARCH:

- How can a brand refresh help us better communicate our mission and tell our story?
- How can we engage/appeal to more non-traditional audiences who are not aware of CBWCD or involved in water conservation efforts?
- How can the new identity help us reach out to partners and other external stakeholders?
- How do we best reflect the scope of our bigger infrastructure projects to industry partners AND welcome the community to our programs?

## DISCOVERY PHASE RESEARCH

As part of the Discovery Phase of the research, the KBDA-CBWCD team conducted in-depth research, including interviews with key stakeholders, thought leaders and partners to investigate key themes and questions to address in the brand materials. The KBDA-CBWCD team also surveyed affiliated and unaffiliated audiences in the community to gauge public awareness and perceptions of CBWCD.

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### DOCUMENTS REVIEWED INCLUDED:

- CBWCD formation timeline
- CBWCD 2008 Strategic Plan Needs Assessment
- List of agencies served by CBWCD
- Chino Basin Watermaster website
- Keep Conservation Independent website and all related documents
- CBWCD Letters of Support
- 2016 Stakeholder Needs Assessment Questionnaire
- 2016 Strategic Plan Needs Synthesis
- 2016 Strategic Plan
- Monte Vista Customer Research Report

## COMMUNITY STAKEHOLDER INTERVIEWS

One-on-one in-depth Interviews were conducted with key partners and stakeholders in the communities. During the interviews, interviewers listened for key themes, questions that

messaging and branding should address and clarify, insights into what inspires those who are closely affiliated with CBWCD, and insights about target audiences.

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#### INTERVIEW QUESTIONS INCLUDED:

- How do you best describe CBWCD's mission and scope of work?
- Who do you think are their most important audiences?
- What do you think are the most important opportunities and challenges CBWCD faces?
- What would great success look like?
- Do you have suggestions for how CBWCD can best communicate its impact, value, and plans for the future?
- What are the positive aspects of the current name? Are there challenges with the current name?
- How would you describe the character of the organization, e.g. what personality does CBWCD embody?

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#### INTERVIEW PARTICIPANTS INCLUDED:

- Education Partners
- Water Industry Partners
- Board Members
- Staff

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#### KEY FINDINGS FROM INTERVIEWS:

The key themes that emerged from the interviews included that CBWCD's "story of origin" is extremely relevant.

- *"It would be great to do more to convey the history of the region and its people. Water has always been critical to the settlement of the area."*
- *"CBWCD was originally organized as a coalition, from the bottom up, in the early 20th century."*
- *"Most people don't understand that water is filtered through the basins. It would be such a powerful message that water fees help pay for CBWCD's work. The citizens own it."*

Another key theme was that CBWCD is highly valued as a partner.

- *"With the support for independence, a strong statement was made that they're important to the region. It became almost personal to rescue the organization."*
- *"CBWCD is a tremendous partner, and I cherish working with them. They are very good at bringing their strengths to the table in a synergistic way."*
- *"Working with the staff at CBWCD is very easy. And they're great about sharing credit."*

Interviewees also shared that CBWCD is highly valued as a convener and for its highly respected conservation education programs.

- *“Their role as a convener and facilitator of difficult conversations is really important. They pull in diverse audiences that have very different missions and orientations. It gives me hope.”*
- *“Their indoor/outdoor facilities create a living classroom, and we use them all since we don’t have our own facility.”*
- *“Their facility is an extraordinary teaching tool”*
- *“It’s an agency that has agency—an organization that has reconceived of itself as an educational system for the region.”*
- *“They provide quality, objective information.”*
- *“CBWCD’s education team is the best it’s been in 10 years, with people who are visionary and organized.”*
- *Things are shifting. Ten years ago, people would always pick traditional landscaping. There’s now more understanding that there’s another way. CBWCD helps people see that.”*

Opportunities to enhance CBWCD’s messaging were discussed.

- *“We have to help people understand the nature of a watershed.”*
- *“You have two basins on the site, and so much more can happen to make that more visible. Once you ‘see’ a watershed, you’re forever changed. You can’t not see it.”*
- *“The message that really resonates is local control. That’s where the CBWCD mission can really resonate with local politics. The basin is ours together. When we don’t treat it properly, we have to go outside to get water.”*
- *“Communications with customers need to be visually attractive and concise.”*

Key community partners mentioned that CBWCD’s name is particularly challenging.

- *“There are so many ‘district’ organizations. It’s confusing.”*
- *“The name is a little misleading—it makes me think of a water treatment center. It definitely doesn’t feel inviting.”*
- *“I don’t think there are any positive aspects of the name. If you don’t understand the water industry, you don’t know what ‘Chino Basin’ means.”*
- *“I think the CBWCD name is particularly confusing because you also have the name ‘Chino Basin Water Master.’”*
- *“A lot of the general public doesn’t know what ‘Chino Basin’ means, or where it is. But the words ‘water conservation’ are really positive.”*
- *“The name signals some kind of government office. It sounds non-transparent and institutional. I was so surprised when I got there to find something so accessible.”*

Community stakeholders want CBWCD to have even more of a presence in regional water issues and greater impact moving forward.

- *“CBWCD needs to be an even stronger voice on water resources in general. They need to reach higher up with all decision makers.”*
- *“CBWCD needs to get their face out a bit more with elected officials and people of influence to show where it fits into the puzzle.”*
- *“Branded communications need to help demonstrate CBWCD’s offering is different than other agencies.”*
- *“I’d love for CBWCD to be known as the go-to resource in the region for the public to get info on water.”*
- *“We need even more activity at the Center, and to make sure visits translate into action.”*
- *“We need to get out in front of the idea that your parcel needs to manage the rain for the collective good. We need to convey residents can play a part in filling the basin.”*
- *“If you want to see societal change, you have to get the next generation. We need to do more of it!”*

Through the process of the stakeholder interviews, we learned that there is a need for CBWCD to play a larger role in watershed level management and messaging while also creating an accessible brand and name for the public to take advantage of the District’s high-quality facility and programming to continue to encourage conservation behavior in the region.

## COMMUNITY SURVEYS AND RESEARCH

To gauge the public’s awareness and perception of CBWCD, intercept interviews and surveys were conducted at CBWCD events and workshops as well as garden centers, shopping centers, and coffee shops throughout the service area to capture feedback from over 120 community members. Unaffiliated community members refer to those that are unaware of Chino Basin Water Conservation District and its services. The interviews and surveys asked respondents about their awareness of CBWCD and their responses to CBWCD’s current name and alternate test names.

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### KEY FINDINGS

Findings from the surveys and interviews suggest that general public awareness of CBWCD is almost non-existent. Out of 20 unaffiliated community members interviewed, five thought they had heard of or been to CBWCD after hearing the description. However, upon viewing sample photos of CBWCD, four of these five respondents realized they were thinking of another place. After viewing images of CBWCD’s facilities and program, respondents were asked what they thought an appropriate name for the center would be. Responses included “Boys and Girls Club,” “Montclair Water District”, “Chino Wetlands”, or “Conservation Center”.

All community members that were interviewed, both affiliated and unaffiliated, felt the current name presents challenges. The words “District” and “Chino” were a common source of frustration for many.

- *You have to change the name. People don't know what it is. 'District' makes it sound unappealing and 'Chino Basin'—what is a 'basin' anyway?"*
- *"To be honest, 'basin' sounds like a toilet or a bathtub."*
- *"When people hear 'Chino' they think of [the city of] Chino, not the larger area."*
- *"When I hear the word 'district,' I think of something that does not belong to the community."*
- *"There is not really any feeling in the name. Too sterile."*

Interviewers surveyed the reaction to the following alternative names: Chino Basin Water Conservation District, Chino Basin Water Conservation Agency, Waterwise Community Center, Inland Valley Garden Center, and Inland Empire Water Conservation Center.

Overall, respondents provided positive reactions to the following words; waterwise, conservation, center, garden, and community. They provided negative reactions to the following words: agency, district, and basin.

Interviewees were asked to elaborate on what they found appealing about the center. Educational opportunities for children and the availability of a free community resource were top choices.

- *"These centers are important for getting kids away from screens and out closer to nature."*
- *"We would use a place like that, mostly for the children. It is important to teach children to live with nature and to conserve water."*
- *"Because it is free, it is appealing to a lot of people."*

Based on the findings from the stakeholder interviews and community research, the following recommendations were developed.

1. Update naming. Consider a marketing nickname that is:
  - a. Easier to recognize
  - b. More approachable
  - c. More reflective of mission
  - d. Easier to remember
2. Update messaging platform. Develop impactful messaging to reinforce CBWCD's reputations as a:
  - a. Trusted community asset
  - b. Trusted caretaker of water resources
  - c. Trusted partner in discussions regarding water issues
  - d. Respected collaborator regarding educational programs
  - e. Generous convener
3. Refresh brand identity. Refine the brand "look and feel" to:
  - a. Be more inviting

- b. Reflect the quality of the organization and its offerings
- c. Stand out in the marketplace
- d. Be more memorable

Based on the key findings and recommendations from the Discovery Phase, the KBDA-CBWCD team designed surveys and a research methodology to test a refreshed logo and promotional naming options to guide the District's communications strategy.

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## PROMOTIONAL NAMING AND LOGO REFRESH RESEARCH

CBWCD's new brand identity needs to resonate with key audiences and stakeholders. Informed by our research and recommendations from the Discovery Phases, the KBDA-CBWCD team curated a list of potential promotional names for the organization that clarifies its identity and differentiates it from other organizations that might currently share similar naming elements. Over 30 naming options were prioritized based on community feedback in the Discovery Phases and based on potential confusion with existing organizations in the region.

Interviews with internal staff and community partners suggested that there was a need for an official and trusted name for groundwater management efforts, partnerships, and future infrastructure projects. Interviews with community partners, affiliated and unaffiliated audiences also suggested the critical need for a community facing name that is inviting and accessible for service area residents. To meet both needs, a master brand-sub brand system was recommended.

The master brand was recommended as a strategy to keep the existing name as the trusted "business to business" identity for groundwater management activities in the watershed with water agencies, local, state, and federal partners. The already established name "Chino Basin Water Conservation District" was identified as the recommended name for master brand.

The sub brand was recommended as a "business to consumer" strategy to increase public awareness and inclusivity to the District's public demonstration garden, park, educational center and Conservation and Community programs, services, and resources. The key audience for the sub brand includes homeowners, educators, families, K-12 students, higher education institutions, community members, and community-based organizations.

Based on feedback from the Discovery Phase, the general guidelines for the sub brand name was that it was inviting and approachable, easy to remember, representative of CBWCD's mission, and community-based. Using the guidelines, the KBDA-CBWCD team developed a survey to test the sub brand names "Water Conservation Center" and "Waterwise Community Center". These names were selected from a list. The survey also tested using the place-based descriptor "Inland Valley" with each of the sub brands.

KBDA explored and presented a range of design concepts for a refreshed logo to the CBWCD team. The team selected three new design concepts to test against CBWCD's current logo.

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## AUDIENCE RESEARCH TO INFORM BRANDING

To test the sub brand naming options and logo design concepts, the KBDA-CBWCD developed a simple survey. The survey asked respondents to select the name that they felt was the most inviting/welcoming and which name was the most memorable. Respondents were asked to provide comments about their choices. They were asked to select which logo

design concept they liked best and describe why. Demographic information was also captured. The survey was distributed to affiliated and unaffiliated audiences.

Affiliated audiences completed the survey at January homeowner workshops, QWEL trainings, teacher workshops, classrooms, Scout Discovery Day, and mulch giveaways. The survey was also emailed to over 1,400 contacts. We received 245 affiliated audience responses.

Unaffiliated audiences were surveyed through intercept interviews at the Ontario-Montclair School District Science Fair and the Montclair Place shopping Center. The online survey link was posted on Nextdoor, and on the Chino, Chino Valley, Montclair, and Ontario Community Facebook pages. We received 45 unaffiliated audience responses.

## NAMING AND LOGO SURVEY RESULTS

### AUDIENCE BACKGROUND

The audience surveyed represented a diverse set of age ranges and ethnic backgrounds. The unaffiliated audience represented a younger demographic than the affiliated audience (Figure 1).

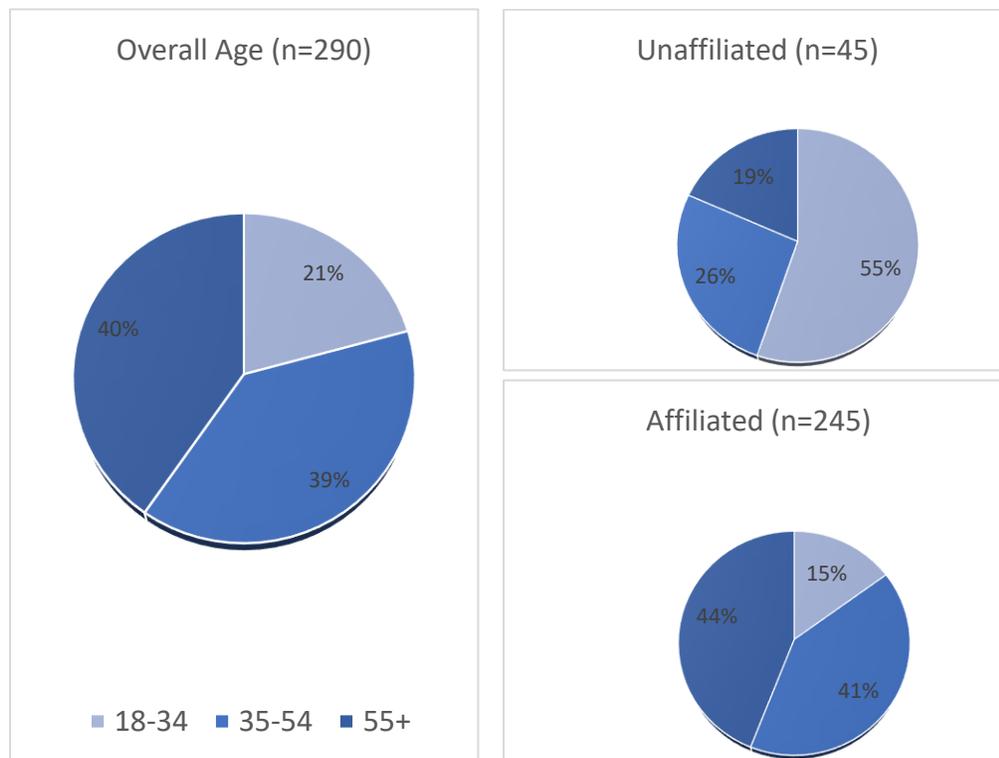


Figure 1: Representative age ranges of survey respondents from both affiliated and unaffiliated audiences.

Overall, the unaffiliated audience was comprised of a greater proportion of respondents with a Hispanic ethnic background while the affiliated audience was comprised of a greater proportion of respondents with a White/Caucasian ethnic background (Figure 2).

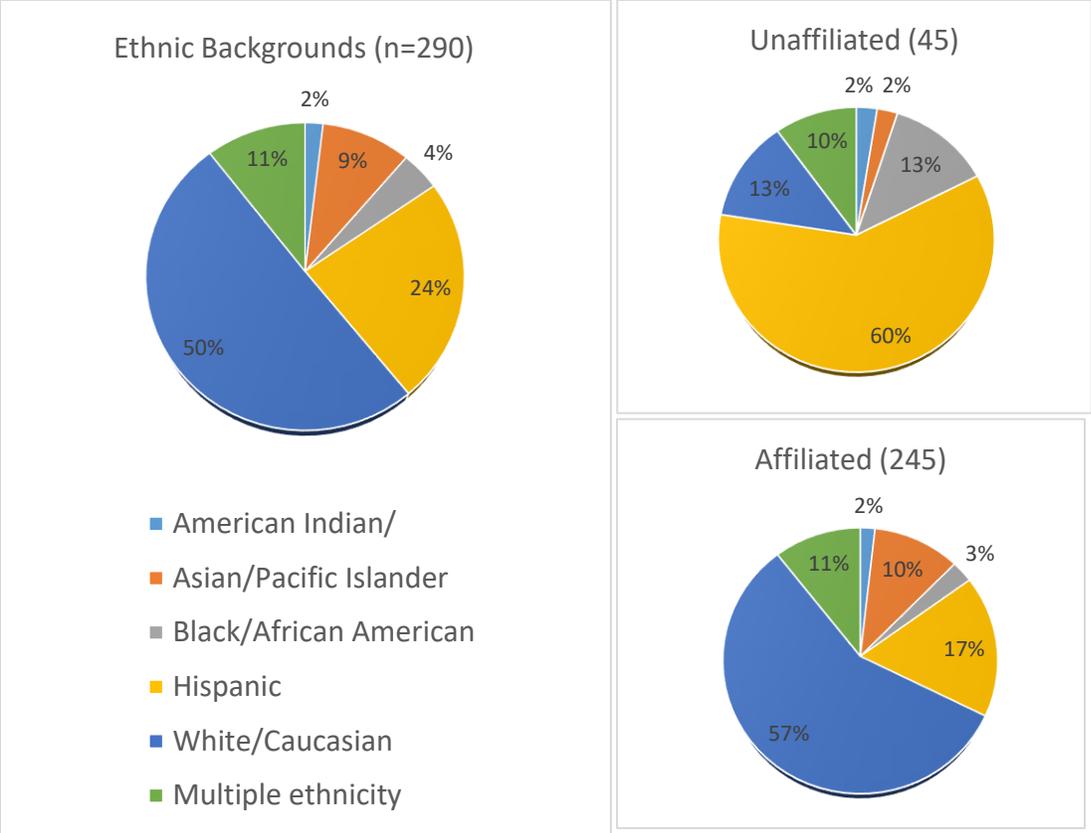


Figure 2: Representative ethnic backgrounds of survey respondents from both affiliated and unaffiliated audiences.

Two-thirds of the audience surveyed in both the affiliated and unaffiliated audience group were female. Respondents reflected a variety of audience types including homeowners, K-12 educators, students, affiliate organizations, landscape professionals, water professionals, community members, staff members, and board members.

**NAMING RESULTS**

The most favorable response to naming options was fairly even between Water Conservation Center and Waterwise Community Center (Figure 3).

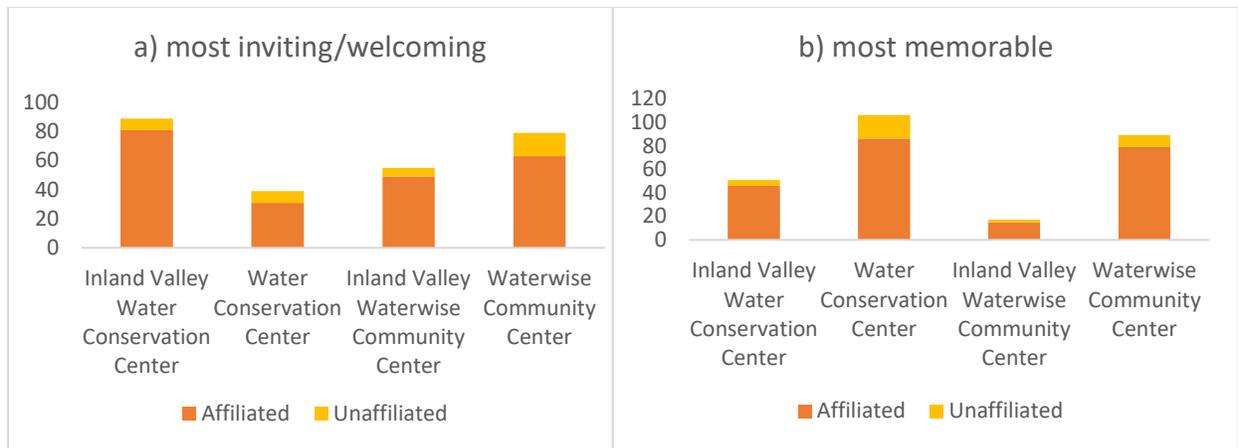


Figure 3: a) Affiliated and unaffiliated responses to sub brand naming preference in response to “Which name is the most inviting welcoming?” b) Affiliated and unaffiliated responses to sub brand naming preference in response to “Which naming option is easier to remember?”

The research results reinforced the importance of sense of place in the name. The importance of attributes of a place that is “open and accessible to the public” was a recurring theme in survey comments. For many, the word “community” was key.

#### RESPONSES TO THE WORD “COMMUNITY”.

- *The public will understand that a 'Community Center' is for them.*
- *I am drawn to the word "community"*
- *The addition of "community center" will let people know that it's something that is open to the public.*
- *I like the shift to community center.*
- *I like the word 'community'*
- *Community center is welcoming all ages.*
- *I think it's a fabulous idea to keep community in the name. Residents feel welcome with the inclusion. I do!*
- *Community center inclusive to all*
- *The word “Community” has a broad acceptance.*
- *Also the word community if you're trying to increase awareness that it is a community resource*
- *I like the "community" that's what makes it feel welcoming*
- *I like the use of inland valley, but also the word community if you're trying to increase awareness that it is a community resource*
- *Means it's mine, I'm part of it.*

- *I like the short and to the point as a community center it will bring the community in to the facility*
- *Community center projects the image of openness for the community. Like "center" because of all the various programs you have for the community you serve.*
- *The idea of including "community center" in the name makes a lot of sense to make it more welcoming.*
- *Community sounds welcoming,*
- *It involves all of the surrounding communities so it should be the water wise community*
- *Adding community center will bring more people*
- *Conservation Center does not sound as open to the public as Community Center.*
- *I like it called community center because it's a fun place to come and interact. Kids love it and all can take home new respect for our precious earth by visiting your peaceful, beautiful gardens."*

For some, the importance of sense of place meant including a geographic reference such as "Inland Valley". Because the addition of "Inland Valley" to the name options made the sub brand less memorable as illustrated in Figure 3b, "Inland Valley Water Conservation Center" and "Inland Valley Waterwise Community Center" were eliminated as potential sub brand naming choices.

The final sub brand naming recommendation is "Waterwise Community Center". This recommendation is based on the feedback from unaffiliated audiences which showed stronger preference for "Waterwise Community Center" than "Water Conservation Center" as an inviting and approachable name as indicated in Figure 3a. The recommendation was also determined based on the long list of examples of the importance of "community" in the name.

"Waterwise" was described as relatable and accessible. While some respondents mentioned that conservation "says it all" and is shorter and easier to remember, there was stronger support for waterwise as the appropriate term to reach non-traditional audiences. Respondents stated "I like conservation, but waterwise is much easier for all levels of learners to know and remember", "Waterwise Community Center is direct, clear, and doesn't sound too formal and stuffy", "waterwise sounds less berating then telling them they should conserve water", "conservation is not self-explanatory to non-conservation folks, to lay folks", and "waterwise tells you what you're gonna do".

One respondent mentioned the theme of "conservation fatigue" which has been used to describe the current public opinion around the term "water conservation". "People are tired of Water Conservation. They think "Yea yea I have to conserve water!" But Waterwise includes much more. It's a more positive, educational concept. Who doesn't want to be wise?"

Another respondent described Waterwise Community Center as "short & easy to remember and gives the people of the community a sense of belonging & a place to go to for their

questions when trying to make decisions in their water consumptions in their homes, gardens and landscaping.”

Waterwise Community Center offers a positive, accessible, comprehensive sub brand name that is more relatable, approachable, and inviting than Water Conservation Center.

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## LOGO RESULTS

Survey results indicated a majority preference for the logo design concept option B (Figure 4 and Figure 5).

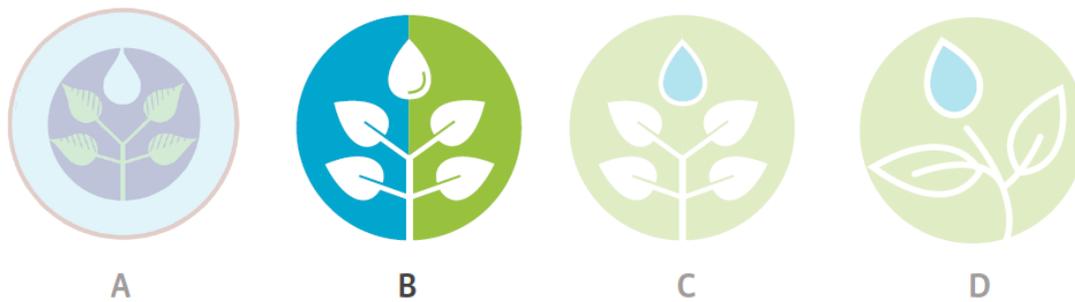


Figure 4: Logo design concept options presented in survey.

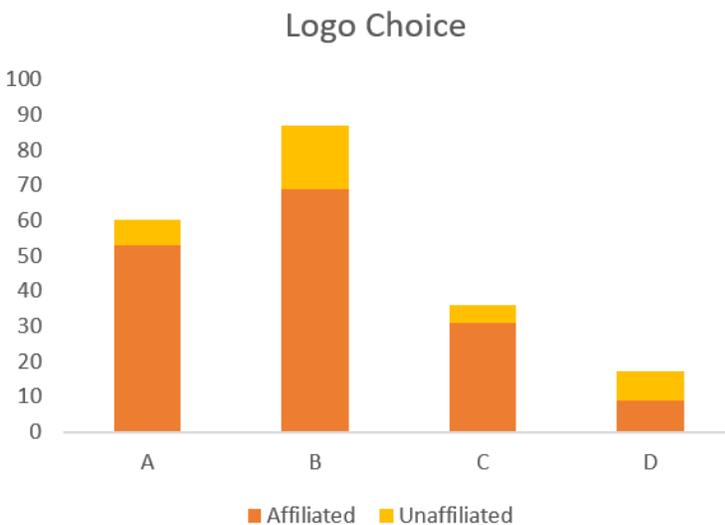


Figure 5: Affiliated and unaffiliated responses to logo design concept options.

Key themes that emerged from comments to this logo design emphasized the symbolism of the interconnectedness between humans and nature, the balance between plants and water, the aesthetics of the color, and its simplicity and memorability.

Selected responses include:

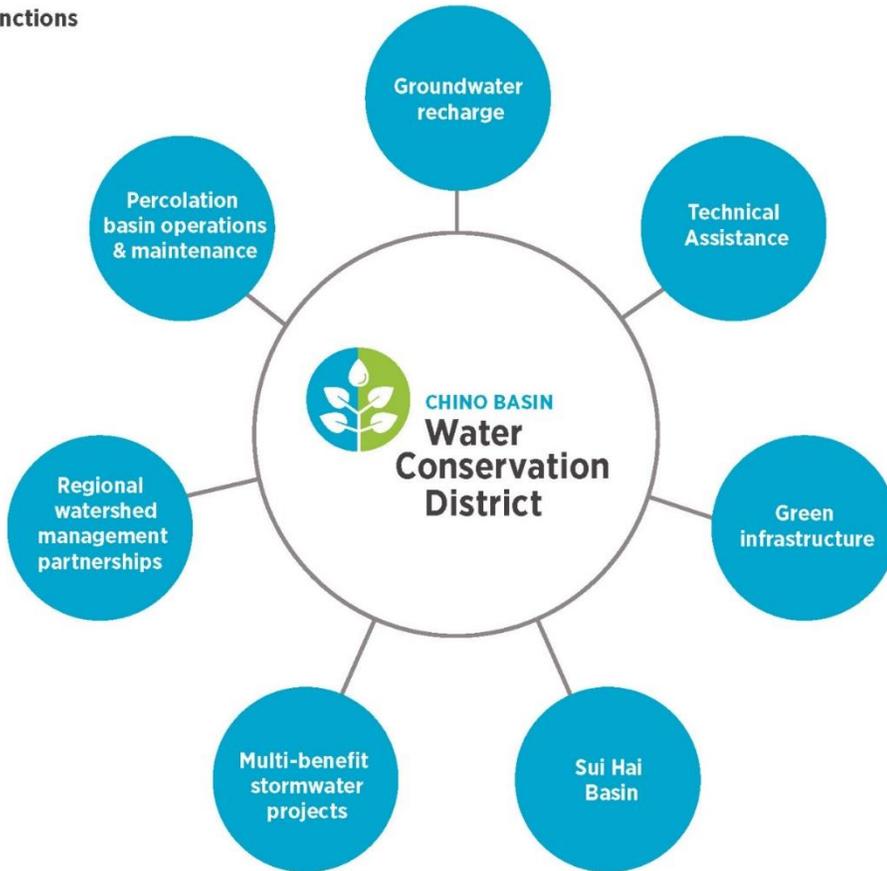
- *“Clean, simple lines with colors that trigger positive thoughts of water and plants.”*
- *“Sky/water are represented in blue. Green: plant life. White: limited use of water to support growth and habitat.”*
- *“The blue water drop seems like it would be a good representation of your organization and the leaves represent the community.”*
- *“It stands out and is extremely colorful.”*
- *“I like the contrasting colors with the plant. Shows water and the environment and how both are needed for healthy growth.”*

Based on the majority preference and strong response to this logo design concept, the KBDA-CBWCD team recommends moving forward with this logo for the final branding.

A visual representation of the recommended updated logo design concept and master brand and sub brand system is illustrated on the following two pages.

## MASTER BRAND

### Functions



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### Audiences



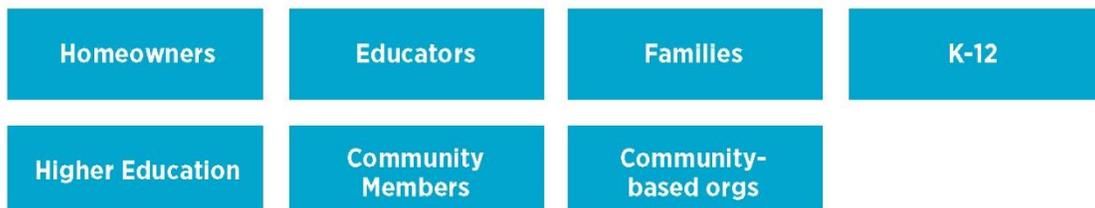
## SUB-BRAND

### Functions



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### Audiences



## CONCLUSION

The promotional naming and branding research sought to provide insights into how CBWCD is perceived by key stakeholders, affiliated audiences, and the general public to help direct future communications strategies to increase public visibility and non-traditional audience awareness.

The Discovery Phase of this research indicated that CBWCD needs a name that is easier to recognize, more approachable, more reflective of its mission, and easier to remember. Background research and stakeholder interviews also highlighted that CBWCD is seen as a trusted community asset, a trusted caretaker of water resources and partner in discussion regarding water issues, a respected collaborator regarding educational programs, and a generous convener. To advance its reputation throughout the community and improve visibility and reach, recommendations from the Discovery Phase included developing a promotional nickname, developing a messaging platform to reinforce CBWCD's reputation, and refreshing brand identity to be more inviting to non-traditional audiences, reflect the quality of the organization and its offerings, stand out in the marketplace, and be more memorable.

Interviews with internal staff and community partners suggested that there was a need for an official and trusted name for groundwater management efforts, partnerships, and future infrastructure projects. Interviews with community partners, affiliated and unaffiliated audiences also suggested the critical need for a community facing name that is inviting and accessible for service area residents. To meet both needs, a master brand-sub brand system was recommended. The existing name, Chino Basin Water Conservation District, was selected as the master brand name.

The Naming and Logo research tested sub brand naming options and logo design concepts with 245 affiliated audience members and 45 unaffiliated audience members. Sub brand naming options "Water Conservation Center" and "Waterwise Community Center" each tested favorable with audiences. There was strong support from both audience types about the importance of "community" in the name to make CBWCD more accessible to the public. "Waterwise" was commonly described as a term that was more relatable to non-traditional audiences. Results from the survey indicated that unaffiliated audience preferred "Waterwise Community Center" as an inviting, approachable sub brand name. Overall, results from the survey indicate that "Waterwise Community Center" is a more favorable choice than "Water Conservation Center" to meet the Strategic Plan goals of reaching non-traditional audiences. The majority of respondents preferred one logo design concept which will be refined and to inform CBWCD's final branding guidelines.