

STAFF REPORT

SUBJECT: Agency Rebranding Presentation

FROM: Michael Tree, Executive Director
Dennis Mochon, Senior Marketing and Communications Specialist

DATE: June 6, 2016

Action Requested

Informational item only. No action required.

Background

This report is intended to provide the Board with a summary of the rebranding research and subsequent efforts to implementation.

Discussion

In April 2016, LAVTA hired the Pavlov Agency to develop and implement rebranding for the agency and its services. As such, Pavlov conducted preliminary research regarding the agency's current brand and services. A survey was sent to the Board of Directors, staff, key stakeholders and residents in the Tri-Valley.

Pavlov has completed the research and will present the findings to the Board at the June 6, 2016 meeting. In addition, they will highlight the steps moving forward for implementation.

Budget

\$69,513 has been budgeted for FY 2016 & 2017.

Recommendation

None – information only.

Submitted by: _____