



COUNTY OF SONOMA

575 ADMINISTRATION
DRIVE, ROOM 102A
SANTA ROSA, CA 95403

SUMMARY REPORT

Agenda Date: 8/13/2024

To: Sonoma County Board of Supervisors
Department or Agency Name(s): Economic Development Board
Staff Name and Phone Number: Katherine DiPasqua, 565-4893
Vote Requirement: Majority
Supervisorial District(s): Countywide

Title:

Economic Development Department and Advisory Board Name Change

Recommended Action:

Adopt a Resolution changing the Economic Development Department and Advisory Board's official names and titles to "Economic Development Collaborative" and "Economic Development Collaborative Advisory Board", respectively.

Executive Summary:

Following the Board of Supervisors' adoption of the Economic Development Board's (EDB) 3.0 Action Plan [<https://sonoma-county.legistar.com/LegislationDetail.aspx?ID=5957122&GUID=FF340CDA-15C0-45A2-89C6-0A6DF0F4D15F&Options=&Search=>>] in December 2022, staff have been working to implement various recommendations from the plan. Among those recommendations was to broaden communications with the community and local partners, with a focus on accessibility and inclusivity. Staff received consistent feedback from the public during the creation of the EDB 3.0 Action Plan that the term "Board" in the department's name is confusing and does not resonate with community members, particularly Spanish speakers. In April 2023, staff began working with a consultant to develop a new name, create new branding materials, and a communications strategy. After working with the consultant, staff, and local partners, EDB is recommending that the Department and Advisory Board's names be changed to the "Economic Development Collaborative" and "Economic Development Collaborative Advisory Board," respectively.

Discussion:

The EDB 3.0 Action Plan (Action Plan) [<https://sonomaedb.org/current-initiatives/edb-30>] is meant to guide economic development in Sonoma County by partnering with community and business organizations to address persistent issues that constrain the local economy. The plan seeks to enhance EDB's foundation of business support by expanding its role as a convener to address specific goals such as increasing the earning potential of residents, encouraging investment in high-value local enterprises, and restoring housing affordability in Sonoma County. The Action Plan articulates that effective communication with the community is a key to success of the plan's initiatives and for building enthusiasm for participation.

In April 2023, EDB contracted with The Engine is Red to update the department's branding and marketing strategy to better align with Action Plan recommendations. Staff wanted to showcase EDB's evolution as a regional convener and to convey trust and access to assistance, resources, and services for all Sonoma County businesses and residents. Most importantly, the look, feel, and message needed to be easily consumable to

the public and increase accessibility to the department’s core services and resources. The deliverables included a list of potential new names, refreshed logo, style guide, brand messaging, and communications strategy.

Echoing what EDB staff have heard from members of the public and other stakeholders, The Engine is Red communicated that the term “Board” in the department’s name posed several challenges from a marketing and awareness standpoint. It can be intimidating and easily confused by the public, it does not explain what the department does, and most importantly, it does not translate well to Spanish. After discussion with department staff, EDB’s Advisory Board, and local partners, it was determined that the inclusion of the term “Collaborative” in the department name best embraces the Board of Supervisors’ direction to broaden and strengthen community partnerships. In addition, the colors of the branding were intentionally chosen to appeal and be welcoming to a diverse constituency (see Attachment 2). EDB staff coordinated with the CAO Communications team to ensure that the new logo, branding materials, and name remained consistent with County communications best practices and guidelines.

With the Board of Supervisors’ approval today, this item will officially change the name of the department to “Economic Development Collaborative.” All public facing materials for the department, including outgoing checks, website, social media channels, print collateral, and marketing materials will be changed immediately. Staff will also coordinate with other department partners, including County Administrator’s Office, Clerk of the Board, Human Resources, Auditor Controller Treasurer Tax Collector, Information Services Department, and Purchasing to ensure that the name change will be reflected in the internal facing systems. Since the internal facing systems will not impact day to day operations, the implementation of the change will be incorporated as department staff have time, with the goal of full implementation by the start of next Fiscal Year. This item will also officially change the name of the department’s advisory body to “Economic Development Collaborative Advisory Board.” The attached resolution updates the bylaws that govern that body to reflect the new name.

Strategic Plan:

N/A

Racial Equity:

Was this item identified as an opportunity to apply the Racial Equity Toolkit?

No

Prior Board Actions:

December 13, 2022 - Approval of EDB 3.0 Action Plan (
<https://sonoma-county.legistar.com/LegislationDetail.aspx?ID=5957122&GUID=FF340CDA-15C0-45A2-89C6-0A6DF0F4D15F&Options=&Search=>>)

FISCAL SUMMARY

Expenditures	FY24-25 Adopted	FY25-26 Projected	FY26-27 Projected

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Budgeted Expenses			
Additional Appropriation Requested			
Total Expenditures			
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other			
Use of Fund Balance			
General Fund Contingencies			
Total Sources			

Narrative Explanation of Fiscal Impacts:

The total costs associated with the rebrand, including the consultant, new templates, print collateral, and branded materials for public events was \$107,112. These costs were absorbed in the prior year annual budget, and there is no impact to the current fiscal year.

Staffing Impacts:			
Position Title (Payroll Classification)	Monthly Salary Range (A-I Step)	Additions (Number)	Deletions (Number)

Narrative Explanation of Staffing Impacts (If Required):

None.

Attachments:

1. Resolution
2. Economic Development Collaborative Branding Guide

Related Items "On File" with the Clerk of the Board:

None