



Department of Homeland Security and Emergency Management

Renaming Proposal:

Department of Emergency Management and Regional Security

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Logo update:

- The Department has initiated transition away from logo
- Website, social media and letterhead changes implemented
- Changes with associated costs are awaiting introduction of new name

Rebranding update:

Old logo:



New logo:



Strategic approach to renaming department:

- Five week strategic planning/staff engagement effort
 - Full-staff strategic planning session (analyze the organization)
 - Senior-staff strategic planning session (evaluate responses and perspectives)
 - Executive staff review and recommendations (formulate/create solutions)
- Consultation with federal, state and local stakeholders

Why Emergency Management and Regional Security?

- *Captures the totality of what we do*
- *Regional speaks to the scope of our collaborative efforts*
- *Security captures the broad areas of influence and responsibility*
- *Decouples the organization from the federal government's different mission*

Path forward: Three phases for implementation

- **Phase one (winter/spring/summer 2020):**
 - County-produced print materials and administrative items
 - High-visibility/high-use/high-priority vehicles eligible for grant funds
 - Equipment logos changed in-house (no professional application)
- **Phase two (fall 2020/winter 2021):**
 - High-visibility/medium use vehicles that require procurement
 - Assets with no anticipated replacement date
 - Some items will be grant funded and some will require corporate funds
- **Phase three (spring/summer 2021):**
 - Low priority assets
 - Small/loose equipment
 - Wear-out policy in place