

Los Cerritos Wetlands Authority

Date: November 13, 2025

To: LCWA Governing Board

From: Chad Oberly, Staff Services Manager 1

Subject: Item 9: Consideration of a resolution authorizing the Executive Officer to negotiate and enter into an agreement for the development of a Los Cerritos Wetlands Authority standard graphic design template.

Recommendation:

That the Los Cerritos Wetlands Authority (LCWA) authorize the Executive Officer to negotiate and enter an agreement for the development of a LCWA standard graphic design template.

Project Description:

Exhibit A: Historic LCWA Logos

Since its inception in 2006 the LCWA as an organization has organically developed the images by which it is represented. As the authority commences implementation of vast restoration activities years in the making, it is deserving of a standard graphic design template that reflects the authority's mission, values, and connection to the Los Cerritos Wetlands ecosystem.

The development of a graphic template for the LCWA entails the creation of a reusable design structure that guarantees consistent branding, establishes the LCWA's identity, and serves as a time-saving tool.

The LCWA generally has a look to its materials, modeled on a theme of egrets soaring through the air. This graphic theme has been useful although it has manifested in many different forms. The goal of this effort is to develop standard templates and a design palette to be adopted by the LCWA for use in public facing materials, design palettes for capital projects, programming, the authority's website, and social media accounts.

The LCWA's current logo and branding package has been with the organization since its earliest years. The logo in its various forms has served as a guide and for the most part outreach items are designed in its spirit, however that has not always carried through on all platforms. A new logo palette and branding package is intended to be incorporated into all of the LCWA's graphics and images to create a harmonious theme through the authority's public facing and internal media profile.

Use of the newly developed theme will be expanded into features such as park signs, amenities, and facilities. The features will pick up on the history, values, culture of the local community, while respecting the LCWA palette, look and feel.

This effort, amongst other positive purposes, will help to identify:

- Intended use: Determine what type of materials the template will be used for (e.g., social media posts, presentations, flyers, email newsletters).
- Target audience: Consideration of who will be using the template and what their needs are.
- Specific requirements for use: Outline any elements or features that must be included in the template.
- Benefits of use: How the use will benefit the public and fulfill the LCWA's mission.

The process of template development will entail research, inclusive of the following:

- Analyzing existing templates: Analysis of templates from other agencies, companies, or industries to get inspiration and identify effective layouts and design elements.
- Studying brand guidelines: Understanding established brand guidelines, ensuring the template aligns with them.
- Considering the target audience: Consideration of what design elements will resonate with the LCWA's target audience.

The template and palette's usability will be assessed. This includes evaluating the availability of suitable tools, the extent to which the design can be applied broadly and creatively, and its portability across graphic tools (e.g., Adobe Photoshop, Illustrator, Canva, Figma).

Staff will conduct a competitive consultant selection process consistent with LCWA procurement policies. Proposals will be reviewed and a consultant will be selected based on their relevant experience with public agencies or environmental organizations, cost-effectiveness, and demonstrated professionalism, among other variables. Staff will advertise the procurement opportunity to Small Businesses (SB) and Disabled Veteran Business Enterprises (DVBE) registered with the state's Department of General Services (DGS). SB/DVBE's will receive the legally allowable preference during the selection process.

The Executive Officer will enter a professional services agreement with the selected consultant. It is anticipated that the consultant would provide the required deliverables within three months of contract execution.

BACKGROUND:

Since its formation in 2006, the Los Cerritos Wetlands Authority has operated as a Joint Powers Authority consisting of the Rivers and Mountains Conservancy (RMC), the State Coastal Conservancy (SCC), and the Cities of Long Beach and Seal Beach. While the LCWA has developed a range of restoration, planning, and Stewardship Program projects, it currently does not have a consistent visual identity or standardized design format for public communications, reports, or outreach materials.

At its February 11, 2009 meeting, the LCWA board adopted the logo detailed as Figure 1 in Exhibit A: Historic LCWA Logos (Resolution 2009-003). The adopted logo was developed by State Coastal Conservancy staff providing in-kind services to the authority. However, use of this logo has since been inconsistent across platforms and between staff and consultants in the nearly 17 years post adoption. Historically the official logo has been modified to fit individual uses and cases resulting in inconsistent application. The Stewardship Program logo was unofficially adopted but has been in use since nearly the program's inception.

A unified graphic identity system will strengthen the LCWA's public visibility, ensure consistent presentation across projects and media, and support clear recognition among community members, partner agencies, and funding entities.

FISCAL:

Funding for this effort will be drawn from the multiple funding sources that are inclusive of outreach and marketing budgets. These include unused land management funds from FY 23/24, savings realized in relation to insurance costs in FY 25/26, the Southern Los Cerritos Wetlands Restoration Project's outreach budget, and the LCWA's marketing budget line item. The total expenditure for this outreach and marketing effort is not anticipated to exceed \$35,000 this fiscal year, inclusive of the amount for design service.

Exhibit A: Historically Used LCWA Logos

Figure 1: Board Adopted Logo (February 2009)



Figure 2: Website Logo



Figure 3: Logo used at JPA formation



Figure 4: Logo used on several board meeting materials post 2009



Figure 5: Modified official logo



Figure 6: Modified official logo



Figure 7: Modified pre-2009 logo

LCWA
LOS CERRITOS
WETLANDS
AUTHORITY

Figure 8: Stewardship Program Logo



Figure 9: Stewardship Program Volunteer T-Shirts



Figure 10: Stewardship Program Trail Keeper T-Shirts



Item 9

RESOLUTION 2025-09

THAT THE LOS CERRITOS WETLANDS AUTHORITY (LCWA)
AUTHORIZE THE EXECUTIVE OFFICER TO NEGOTIATE AND
ENTER A CONTRACT WITH A CONSULTANT TO DEVELOP A
STANDARD LOGO AND GRAPHIC DESIGN TEMPLATE

WHEREAS, the Los Cerritos Wetlands Authority (Authority) has been established between the Coastal Conservancy, the San Gabriel and Lower Los Angeles Rivers and Mountains Conservancy, the City of Seal Beach and the City of Long Beach to facilitate the acquisition, protection, conservation, restoration, maintenance and operation an environmental enhancement of the Los Cerritos Wetlands; and

WHEREAS, the LCWA has further been established to focus on projects which will provide open space, habitat restoration, and watershed improvement projects within the Los Cerritos Wetlands; and

WHEREAS, on February 11, 2009 the LCWA board approved a logo to represent the authority; and

WHEREAS, the LCWA graphic representation has been unofficially modified and applied inconsistently since adoption; this action will develop a standard graphic design template for use by LCWA; and

Staff will consider intended use, target audience, specific requirements for each use, and the benefit of the use; and

The development process will include analyzing existing templates, studying brand guidelines, and consideration of uses; and

WHEREAS, a unified graphic identity system will strengthen the LCWA's public visibility, ensure consistent presentation across projects and media, and support clear recognition among community members, partner agencies, and funding entities.

NOW, *Therefore be it resolved, that the LCWA hereby:*

1. FINDS that the actions contemplated by this resolution are exempt from the environmental impact report requirements of the California Environmental Quality Act.
2. FINDS that this action is consistent with the purposes and objectives of the LCWA.
3. ADOPTS the staff report dated November 13, 2025.
4. AUTHORIZES the Executive Officer to negotiate and enter an agreement for the development of a standard graphic design template at a cost not to exceed \$35,000 of marketing and outreach funding in FY 25/26.

~ End of Resolution ~

Passed and Adopted by the Board of the LOS CERRITOS WETLANDS AUTHORITY on November 13, 2025.

Motion _____ Second: _____

Ayes: _____ Nays: _____ Abstentions: _____

Kristina Duggan, Chair

ATTEST: _____

John Natalizio
Deputy Attorney General