



**BLAINE COUNTY
HOUSING AUTHORITY**

BOARD MEETING AGENDA MEMO

Meeting Date: Staff Member:

Agenda Item:

Recommended Action:

Policy Analysis and Background (non-consent items only):

Ketchum’s Community Engagement and Housing departments analyzed how effective BCHA’s current brand and communications are and what can be done to improve them. Findings indicate that the public isn’t fully understanding what BCHA is and does. There are also traits associated with the brand that should not be. Ketchum staff recommend that BCHA considers rebranding and implementing new communication strategies to improve public awareness of, and positive sentiment with, the organization. This should positively impact use of BCHA resources and programs.

Attachments:

Brand and Communication Strategy Proposal

August 14, 2024

Prepared by:

Daniel Hansen, City of Ketchum Community Engagement Manager

Why update the brand?

Data and input shows that the community is unclear of BCHA's:

- mission and role;
- distinction from the City of Ketchum or other Blaine County governments;
- difference from ARCH, Wood River Community Housing Trust, or other organizations;
- programs and resources; and
- how to take advantage of programs and resources.

A new brand and communication strategy should:

- improve the public's understanding of who BCHA is and what they do; and
- make BCHA services more accessible.

Where's the disconnect?

Ketchum's Community Engagement Department analyzed BCHA's brand and communications. The following contributors were found.

- Communications are using other brands with equal or greater prominence.

HOME

APPLY FOR COMMUNITY HOUSING

RESOURCES

CURRENT OWNERS AND RENTERS

ABOUT US

CONTACT US

HOME RENTAL OPPORTUNITIES

BCHA has a very limited supply of rental units throughout the Valley.

When a unit does come available, those applicants already in our database take priority for rental opportunity. In order to have the best chance for an affordable rental, complete our [application](#). If you work in Blaine County and need a temporary housing solution, contact us about transitional housing opportunities by emailing info@bcoha.org.

ARCH Community Housing Trust

Additional housing opportunities in Blaine County are made available through ARCH Community Housing Trust. For more information and to apply for those opportunities, please click the picture below or visit the ARCH website:



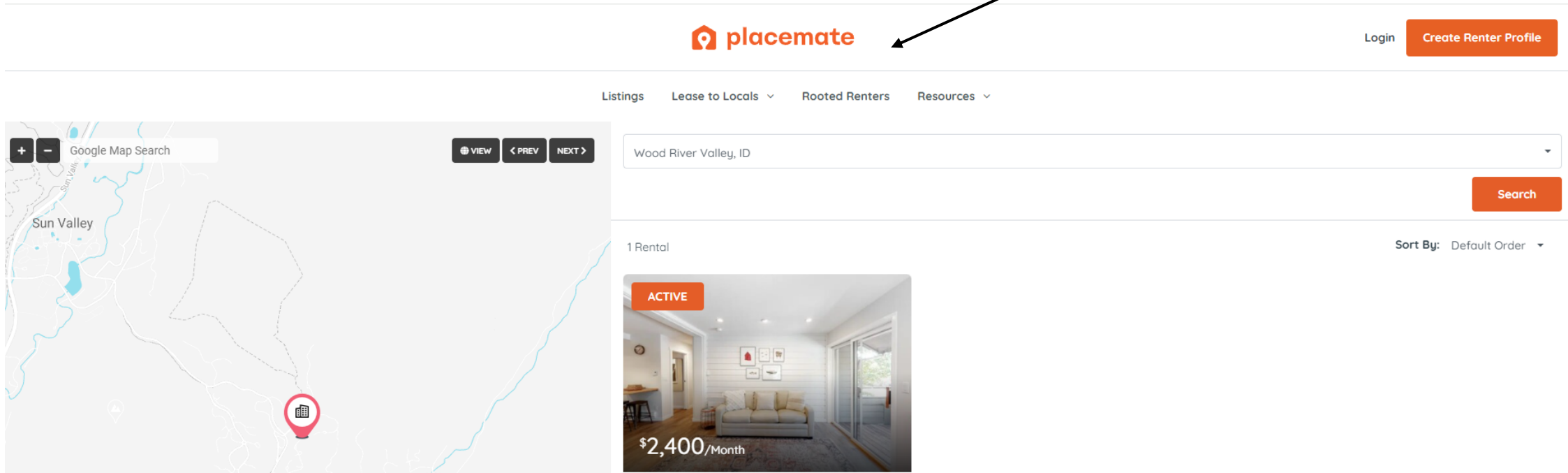
Where's the disconnect? *(cont.)*

- Programs linked to BCHA communications are not explicitly described as outside resources, making the reader assume it is a BCHA asset or program.

1. Selecting “View available Lease to Local Program Rental Properties” on BCOHA.org

2. Directs users to a City of Ketchum program page without city branding

VIEW AVAILABLE LEASE TO LOCAL PROGRAM RENTAL PROPERTIES



The screenshot shows the Placemate website interface. At the top, there is a navigation bar with the Placemate logo, a 'Login' link, and a 'Create Renter Profile' button. Below the navigation bar, there are menu items: 'Listings', 'Lease to Locals', 'Rooted Renters', and 'Resources'. The main content area is divided into two sections. On the left, there is a map showing the location of Sun Valley, ID, with a red pin indicating the search location. On the right, there is a search results card for a rental property in Wood River Valley, ID. The card includes a 'Google Map Search' input field, a 'Search' button, and a 'Sort By: Default Order' dropdown menu. The search results card shows 1 Rental property. The property is marked as 'ACTIVE' and has a price of \$2,400/Month. The image shows a modern living room with a white sofa and a large window.

Where's the disconnect? (cont.)

- BCHA publications share content with old, inconsistent, or unspecified brands causing uncertainty about “who” is the author/administrator of what programming.

Affordable rental guide using old BCHA communications.

Have you considered owning a home?

If you think you will stay in the valley for more than a couple years, explore options for owning.

Homeownership is an opportunity to invest in your future. You may find that, with down payment assistance or other housing programs, mortgage payments are comparable with rental rates.

BCHA offers housing counseling for a variety of issues related to the purchase of a home.

- Reviewing credit reports and creating a debt reduction plan
- Developing a budget
- Providing information and education about housing resources, rights and responsibilities

Call Blaine County Housing Authority at **208.788.6102** to schedule an appointment or visit our offices at 200 W. River St. Ketchum, ID

Helpful hints before renting

Evaluate the neighborhood

Make sure it's an area you want to live in

Calculate the amounts for rent, deposits and fees

Know all the costs involved

Understand smoking, pet and other policies

Idaho does not have any laws protecting a tenant's "right" to smoke and landlords can set limits on the number of people and pets

Know the landlord's reputation

Talk to current and former tenants

Lease agreements

Both parties should negotiate, read and understand. Always have an agreement in writing

Parking and community facilities

Know where you have available parking for guests and visitors, and if any amenities are included

Blaine County Affordable Rental Guide

A resource provided by



208-788-6102
200 W. River St Suite 103
Ketchum, ID 83340

"To advocate, plan, promote and preserve the long-term supply of desirable housing choices in all areas of Blaine County in order to maintain an economically diverse, vibrant and sustainable community"

BCHA Housing Needs Assessment (update) without BCHA logo, colors, and fonts

HOUSING MATTERS 2022 Needs Assessment + Plan

The housing market and our communities are interconnected, so here is some of what Ketchum learned about Blaine County in 2022.

1 How developed Housing Plans



2 HOUSING PLANS

Blaine County Housing Authority's Strategic Plan

To be a central source for innovative solutions, advocacy, and knowledge for community housing in Blaine County.

www.bcha.org/strategic-plan.html

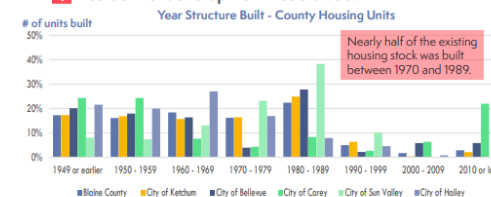
Ketchum's Housing Action Plan

Increase access to, create and preserve enough homes for residents at varying income levels and life stages to keep Ketchum a thriving local community.

projectketchum.org/housing-matters/

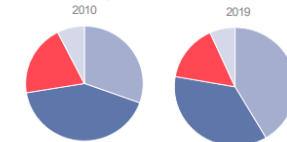
3 Defining the Problem | Blaine County and it's cities are reaching a "housing tipping point."

1 Residential development has slowed.



5 Long-term rentals have decreased.

About 500 long-term rental units were "lost" in Blaine County, 2010 to 2019.



Source: American Community Survey 5-Year Estimates, 2000 and 2019

6 Affordability for renting or owning has not improved.

Over 40% of survey respondents reported paying more than 30% of their income on

Where's the disconnect? *(cont.)*

- BCHA's and its partner's roles need to be communicated more explicitly to avoid confusion on what each organization is responsible for.

1. Link to Syringa Management's Bluebird Village page without explaining applicants need to fill BCHA's Common Intake form first to qualify

2. User is directed to Syringa's page without explaining BCHA screens for eligibility before the property manager (Syringa) will consider the tenant

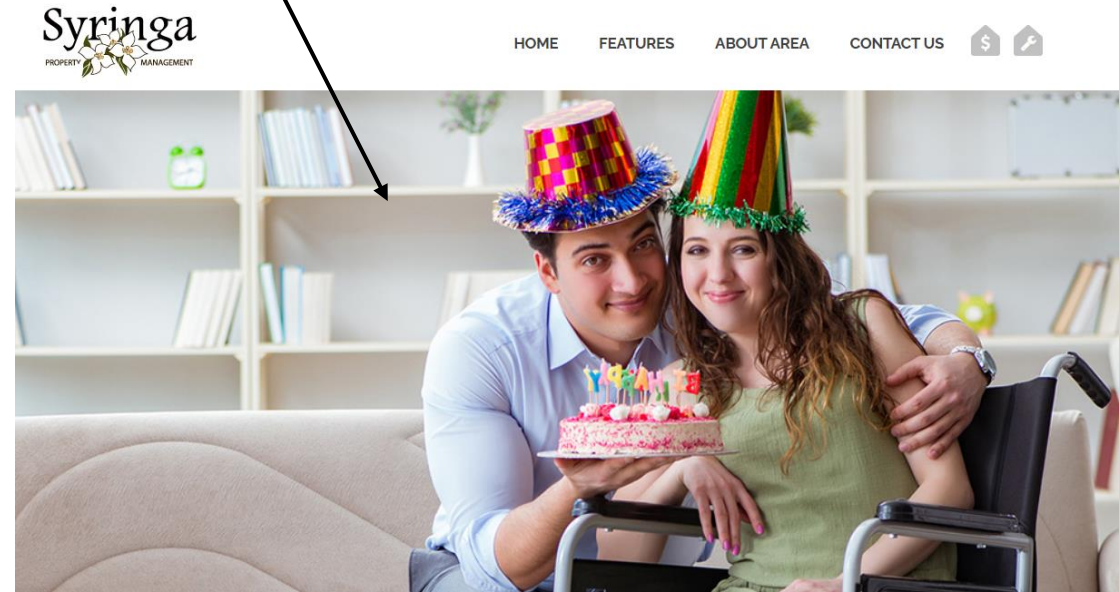
RENT

COMMUNITY HOUSING POLICIES

- Section 1. Introduction
- Section 2. Qualifying to Rent or Purchase Community Housing
- Section 3. Renting Community Housing
- Section 6. Procedures for Exceptions and Grievances

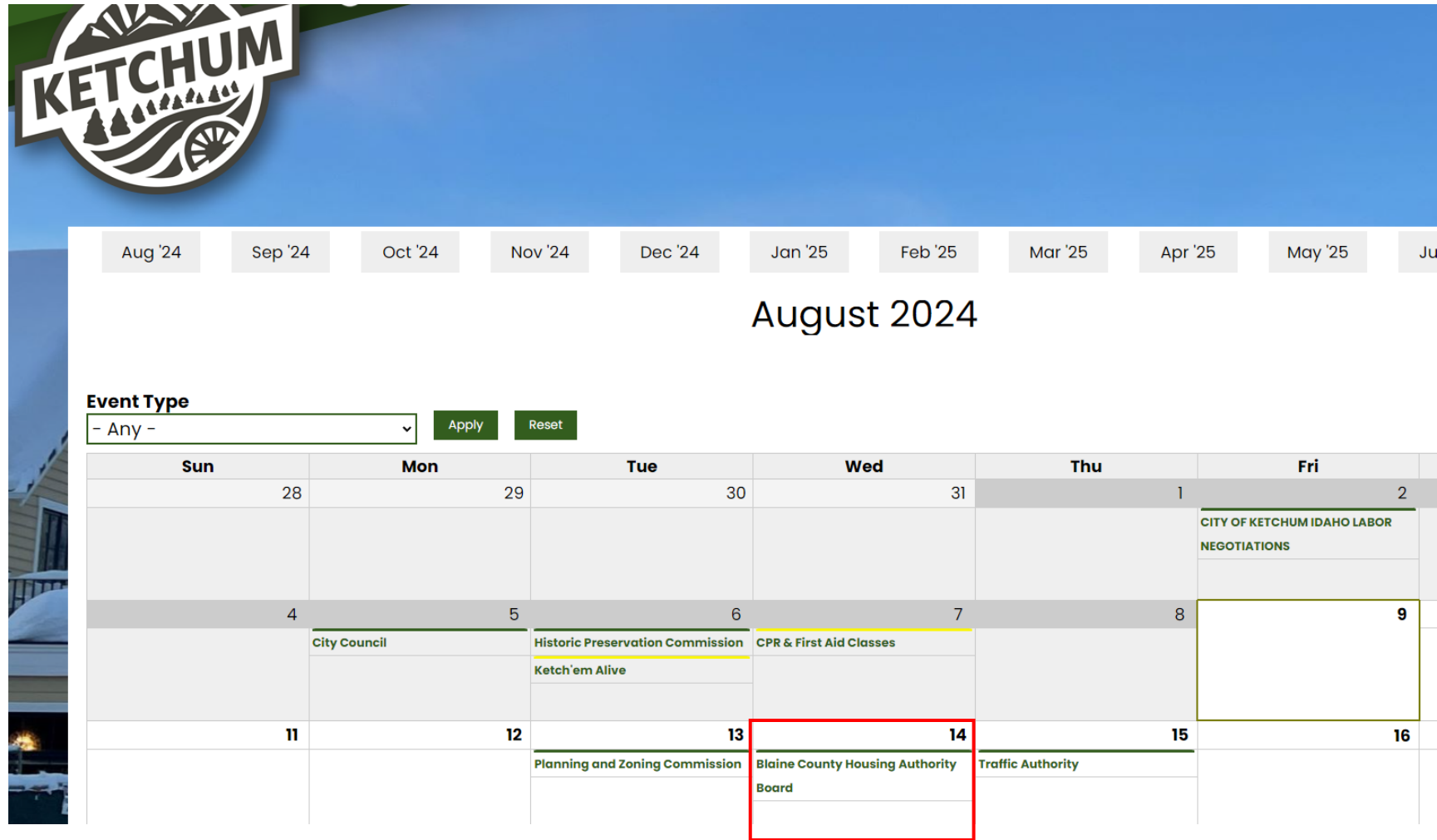
PROPERTIES FOR RENT

BLUEBIRD VILLAGE

Where's the disconnect? *(cont.)*

- Blaine County Housing Authority Board information and meetings are posted on the City of Ketchum website and not BCOHA.org. Viewers would intuit that BCHA is part of the City of Ketchum.



KETCHUM

Aug '24 Sep '24 Oct '24 Nov '24 Dec '24 Jan '25 Feb '25 Mar '25 Apr '25 May '25 Ju

August 2024

Event Type
 - Any -

Sun	Mon	Tue	Wed	Thu	Fri
28	29	30	31	1	2
					CITY OF KETCHUM IDAHO LABOR NEGOTIATIONS
4	5	6	7	8	9
	City Council	Historic Preservation Commission Ketch'em Alive	CPR & First Aid Classes		
11	12	13	14	15	16
		Planning and Zoning Commission	Blaine County Housing Authority Board	Traffic Authority	



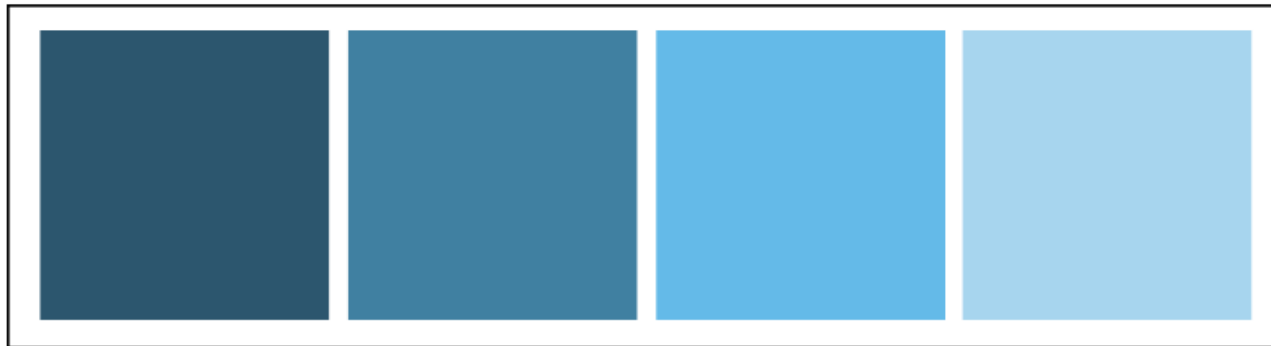
Proposed plan of action

Rebranding disrupts the public's preconceptions about your brand (who you are and what you do) so you can reform their understanding.

1. Provide a new BCHO look, feel, and delivery to get the public's attention
2. Institute new communication strategies consistently to retrain the public's thinking

New brand colors

- Colors should be associated with things the community loves and experiences frequently
 - Local nature (i.e. Bluebird skies), mountain vibes, and nostalgia with a touch of modern
- Color psychology should be leveraged
 - Recommend shades of blue to convey calm, serenity, nature, trust, and dependability
- Create a pallet of complimentary colors to use that supports the theme



Tagline

- Sums up the organization's purpose as succinctly and memorably as possible
- Should always accompany the logo and be included in all communications

A central source for community housing solutions

- **Central:** says BCHA is a primary resource and is a slight pun with “central Idaho” making it more memorable
- **Source:** conveys BCHA is an organization with answers, that guides others, and is here to help
- **Solutions:** speaks to BCHA's collaborative, nimble nature and many offerings

Logo

- Options have been developed ranging from minimal to drastic change
- Minimal change is good if the public's general perceptions of the brand are positive but slight public education is needed.
 - Minimal brand changes can be launched quicker and can be done with a soft launch.
- A greater departure is useful if you want to overhaul the public's perceptions.
 - Major brand changes require a hard launch and long lead time.
- Affective brands instantly convey what the organization does, where, and for whom
- Communications in Spanish (including the logo) should be offered in addition to those in English to make BCHA more welcoming to our Hispanic-Latino community.

Proposed plan of action *(cont.)*

Fonts

- The current BCHA logo font was created nearly 40 years ago
- The new brand font family, Gipson, is a semi-modern sans-serif font created in 2011.
 - It used often online and in film and television.

Gibson Book

The quick brown
fox jumps over the
lazy dog

Gibson Book Italic

*The quick brown
fox jumps over the
lazy dog*

Gibson Regular

The quick brown
fox jumps over
the lazy dog

Gibson Italic

*The quick brown
fox jumps over the
lazy dog*

Gibson Bold

**The quick
brown fox
jumps over the
lazy dog**

Gibson Medium

The quick brown
fox jumps over
the lazy dog

Gibson Medium Italic

*The quick brown
fox jumps over
the lazy dog*

Gibson SemiBold

**The quick brown
fox jumps over
the lazy dog**

Gibson SemiBold Italic

***The quick brown
fox jumps over
the lazy dog***

Gibson Bold Italic

***The quick
brown fox
jumps over the
lazy dog***



Proposed plan of action *(cont.)*

New logo (Opt. 1: slight upgrade)



BLAINE COUNTY HOUSING AUTHORITY
a central source for communiy housing solutions



AUTORIDAD de VIVIENDA del CONDADO de BLAINE
una fuente central de soluciones de vivienda comunitaria

Current logo



BLAINE COUNTY HOUSING AUTHORITY



Proposed plan of action *(cont.)*

New logo (Opt. 2: moderate upgrade)



Current logo





Proposed plan of action *(cont.)*

New logo (Opt. 2: major overhaul upgrade)

Current logo



Communication strategies

- Succinctly and repeatedly explain BCHA's role in all communications
 - Use a logo and tagline that illustrates what we do
- Included a short boilerplate paragraph stating what BCHA is and does in all publications.
- Use bulleted talking points about what BCHA is and does to during all in-person discussions/presentations.
- Communications for the general public should be approachable and relatable, avoiding heavy acronyms or heavy scientific/academic tones.
- BCHA and City of Ketchum housing programs should be talked about separately.
- BCHA communication should always use the new logo, colors, and fonts.

Communication strategies

- Ketchum’s housing brand should be better defined to distinguish it from BCHA.
 - The Rubix Cube logo should be refreshed with Ketchum’s brand standards and only used with Ketchum Housing Action Plan content.
- Only use other brand logos in communications if content was co-authored or created in partnership with BCHA.
 - If so, immediately show and explain this partnership
- More clearly label ownership of external assets shared by BCHA
 - I.e., City of Ketchum housing resources could be put in a category on the website with a title like “City of Ketchum housing resources”.
- Rebuild the BCHA website with the new brand and create a structure that clearly delineates BCHA programs and publications from other resources.



Thank you!

Questions, comments, and preferences?



Next steps

- Ketchum's Community Engagement and Housing Departments will refine the plan based upon BCHA Board feedback.
- A plan and timeline will be finalized and brought to the Board for review.
- Production will begin and a launch date will be set.