



NEW ENGLAND WATER ENVIRONMENT ASSOCIATION

NEWWEA

WORKING FOR WATER QUALITY

Annual Conference
Public Awareness Session
January 25, 2022

Flipping the Bird

Rebranding at
Upper Blackstone

Presented by: Karla H. Sangrey and Denise Descheneau



Why?



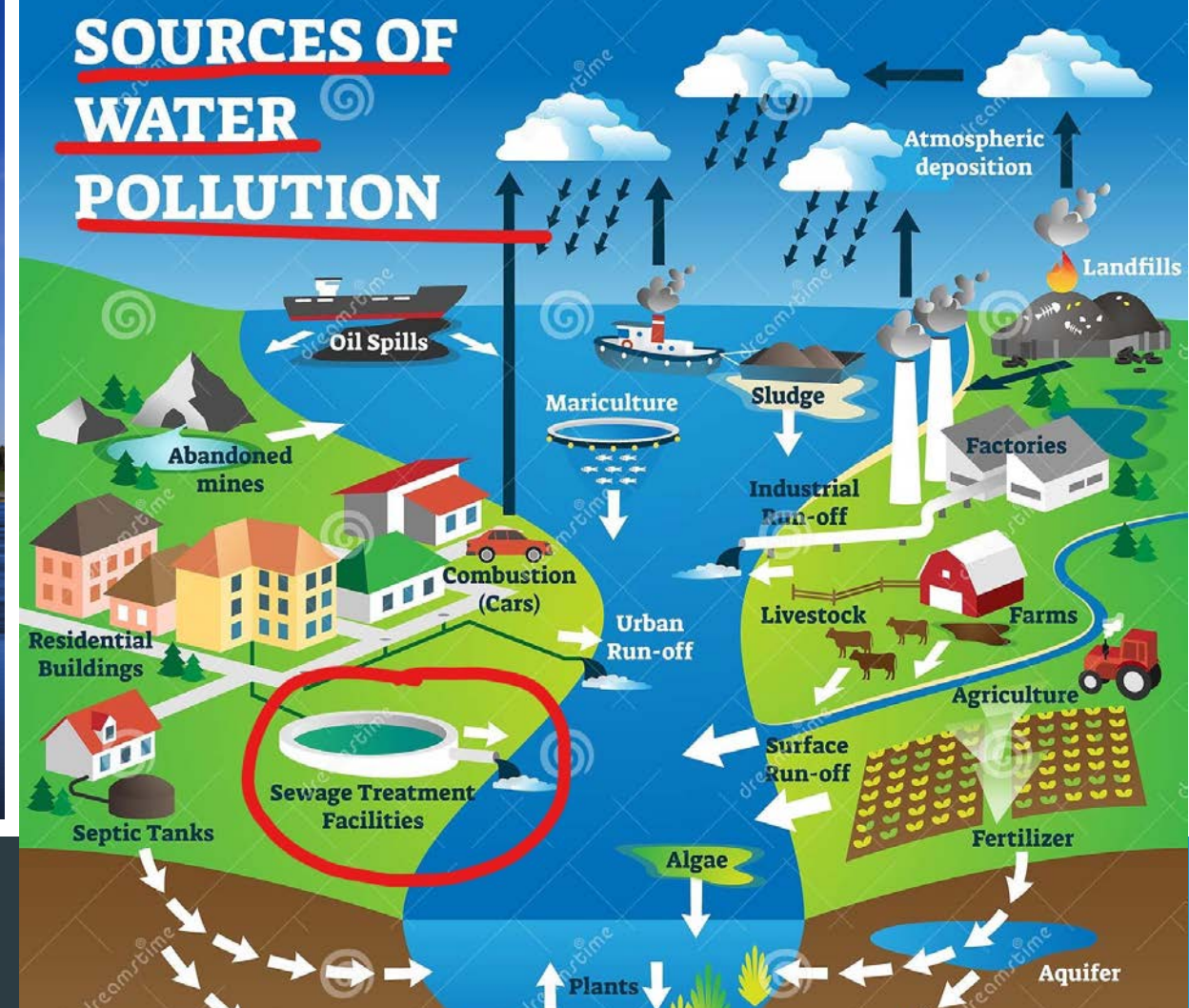
How?



What?



SOURCES OF WATER POLLUTION



WHY?

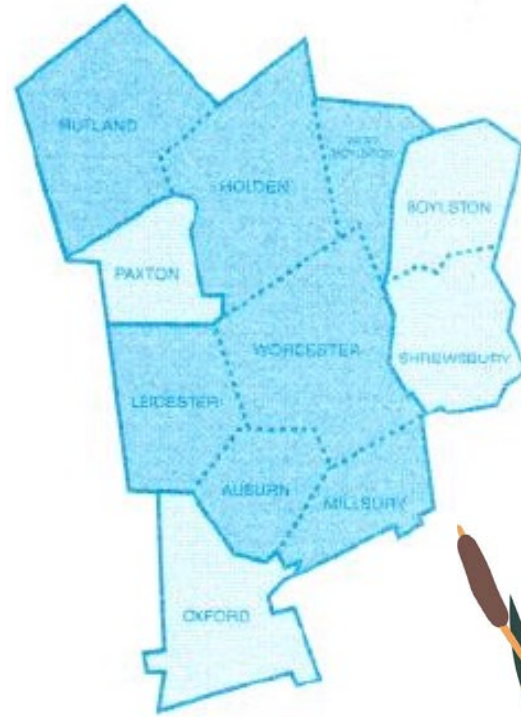
Change public perception

Current perception - seen as water polluters

Why?

UBWPAD

Upper Blackstone
Water
Pollution
Abatement
District



Why?

In actuality - environmentalists/water protectors



How Do you Rebrand?



Get Inspired...Get Help



blue
drop

George S. Hawkins
Former General Manager
DC Water
(District of Columbia Water and Sewer
Authority or DC WASA)

Nonprofit partner to DC
water formed to support
marketing and sales
relationships

Create in-house rebranding committee and hold workshops

Include staff from all departments, all management levels, and all levels of tenure



WHAT?

The Future of the Heron: A Brand Refresh for UBWPAD

Name

Logo

Tagline

WHAT? - Name

What's (Not) in a Name?

► Pollution

pol·lu·tion

/pə'loʊSH(ə)n/

noun

1. the presence in **or introduction into the environment** of a substance or thing that has harmful or poisonous effects.

► Abatement

a·bate·ment

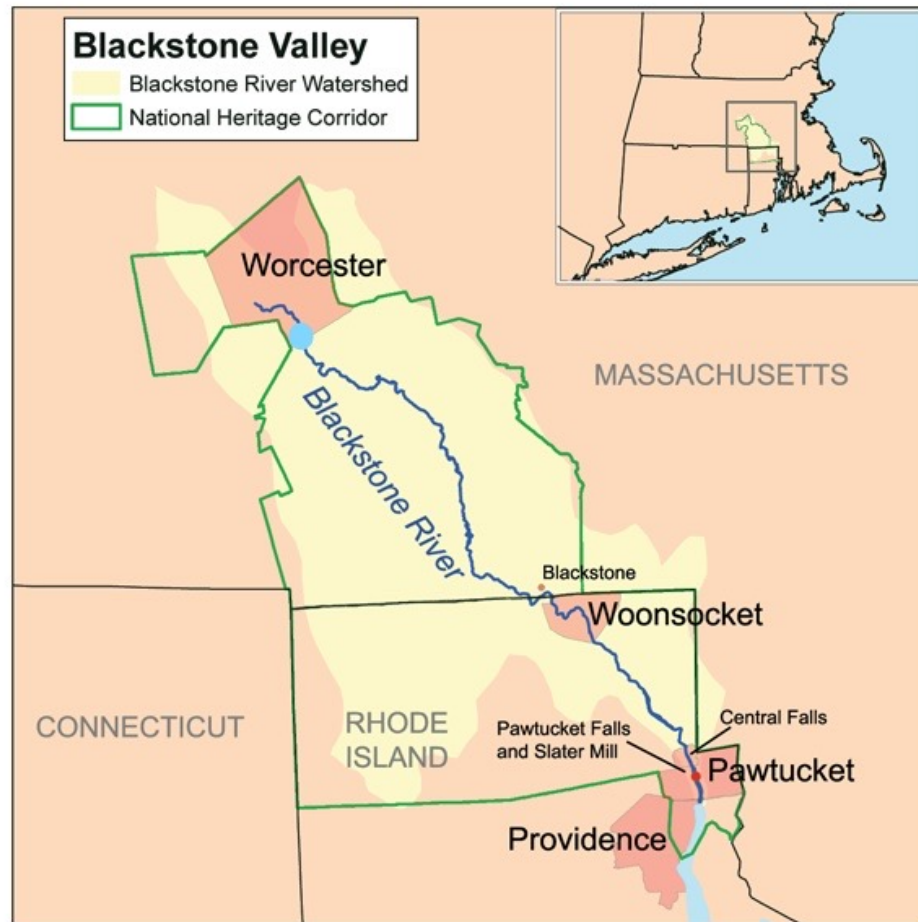
/ə'bātmənt/

noun

1. (often in legal use) the ending, reduction, or lessening of something.

What is in a Name?

Upper Blackstone



Clean Water



WHAT? - Logo

- ▶ Simpler, clean, pointed
- ▶ Fewer colors, good large or small
- ▶ Not a 'picture' but a representation
- ▶ Welcoming and environmentally responsible
- ▶ Keep the bird?





Some Draft Logos

- Service. Stewardship. Pride.

Stewardship Through Science

WHAT? -
Tagline

- Proudly serving since 1976

- Service. Stewardship. Science.

- Service. Responsibility. Stewardship.

Rollout



UPPER
BLACKSTONE
CLEAN WATER

STYLE GUIDE

Meet



Formerly Upper Blackstone Water Pollution Abatement District

Celebrating 50 years of improving water quality
in the Blackstone River

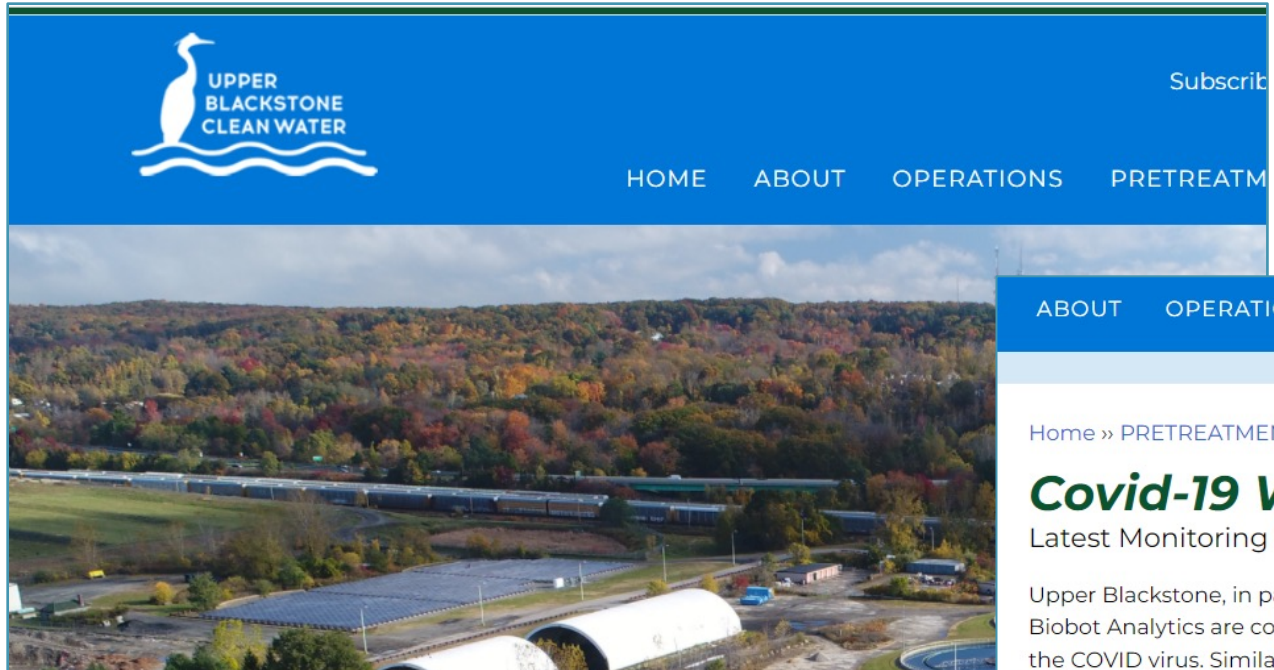
Our staff of wastewater professionals would like to
share with you our new name
as we continue to exhibit our commitment to

STEWARDSHIP THROUGH SCIENCE

We look forward to continuing our valued relationships with our
community, regulators, customers and vendors

Visit us at ubcleanwater.org

New Website



Welcome to
Upper Blackstone Clean Water

Thank you for your interest in Upper Blackstone! We are one of New England's largest water utilities in the greater Worcester area of central Massachusetts. We manage biosolids for our member communities include the City of Worcester and the Towns of Auburn, Andover, and Sutton. Sewer District (CVSD), and the City of North Andover.



Upper Blackstone is not accepting visitors during the COVID-19 pandemic. [Read more »](#)

- Directions
- Contact Us
- RV Discharge
- Pretreatment
- Tours
- Process
- Plant Performance
- Solar

News | How Do I...?

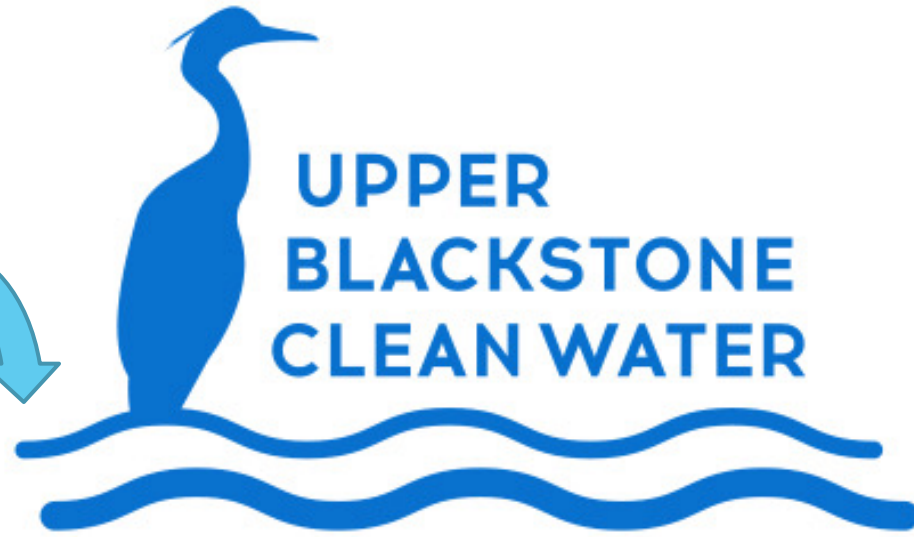
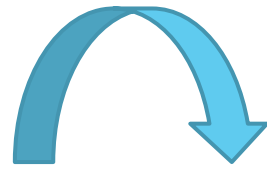
A Day in the Life of a Water Professional »

The water industry offers so many opportunities for



New Signage





In Conclusion
We Flipped the Bird



Thank you

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