



COMMUNITY BRANDING PROJECT

PRESENTATION TO CITY COUNCIL

May 29th, 2017



Peterborough
It's a Natural.



City of
Peterborough

A **brand** is the
emotional connection between
a product/place/service
and its user.

TODAY

Project outline

Building our community brand

Positioning areas

Next steps

PROJECT OUTLINE

POSITIONING

What can the City of Peterborough stand for?

CREATIVE ASSETS

What will our brand look and sound like?

BRAND GUIDELINES

How will we ensure consistency?

OUR FOCUS TODAY

POSITIONING

What can the City of Peterborough
stand for?

BUILDING OUR COMMUNITY BRAND

To inform the strategic process, we utilized the following sources:

COMMUNITY CONSULTATIONS

(Evinrude Centre; Online survey;
Trent/Fleming/Seneca survey)

- 50 in-person participants
- 511 online participants
- 34 student participants

SHAPING OUR CITY FOR THE FUTURE FRAMEWORK

- 18 master/strategic plans

COMMUNITY CONSULTATION QUESTIONS

**A series of questions were asked, either in person or online,
that gathered the following information from the community:**

What it is like to live and work in the
City of Peterborough

What it is like to be a business owner
in the City of Peterborough

Overall perception of the City of Peterborough

SHAPING OUR CITY FOR THE FUTURE STRATEGIC FRAMEWORK



SHAPING OUR CITY FOR THE FUTURE STRATEGIC FRAMEWORK

SOURCES

| | |
|---|---|
| Central Area Master Plan (2009) | Morrow Park Master Plan (2011) |
| Community Social Plan (2003) | Municipal Cultural Plan (2012) |
| Comprehensive Transportation Plan (2012) | Official Plan Draft (2016) |
| Emergency Response Plan (2015) | Realizing a High-Performing Economy – Igniting the Transformation (2015) |
| Flood Reduction Master Plan (2005) | Strategic Downtown Parking Management Study (2007) |
| Greater Peterborough Area Community Sustainability Plan (2012) | Urban Forest Strategic Plan (2011) |
| Housing and Homelessness Plan (2014) | Vision 2010 (2007) |
| Housing Needs Analysis and Strategies (2003) | Vision 2025 (2016) |
| Little Lake Master Plan (2010) | Waste Management Master Plan (2012) |

COMMUNITY THEMES

SMALL BUT BIG

- Small community with big city amenities
- Community (pride/friendly/loyal)
- Family oriented
- Connected/network
- Abundance of activities for all ages

QUALITY OF LIFE

- Close to lakes, parks, and trails
- Gateway to cottage country
- Accessible to major urban centres
- Housing is affordable
- No commute
- Work and play here

CULTURE/CREATIVITY

- Music and art scene
- Local artists
- Restaurants and cafés
- Heritage buildings
- Local shops

GREEN

- Cottage/retirement/laid back
- Nature at your doorstep
- Beautiful landscapes/parks/gardens
- Wildlife
- Openness
- Protection/vital

POSITIONING AREAS

CRITERIA

Differentiating

Ownable

Credible

Emotional

Tension

AREA #1

NURTURED BY NATURE

We are a city surrounded by nature: green space, water, and fresh air. Being surrounded by nature 24/7 inspires a culture of innovation, creativity, and an overall sense of well-being.

RTB: Lakes and rivers, parks, trails, Trent University, Fleming College, Innovation Cube, emerging clean tech sector, Ministry of Natural Resources, Sustainable Peterborough, Green Up, Ecology Park, TSW, OFAH, Canoe Museum, Active Transportation plan, Farmers' market

AREA #2

LOCATION, LOCATION, LOCATION

We are a city that could not be better situated – nature at our doorstep and Toronto just a short drive away. Our location keeps us connected to the best of both worlds.

RTB: Heart of Kawarthas, trail system, Trent-Severn Waterway, close to the GTA/Ottawa, 407, ViaRail, GO/Greyhound Bus, everything is within 25 minutes, Peterborough Airport, integrated highway system

AREA #3

FIERCELY INDEPENDENT

We are an independent, self-sufficient city – not another bedroom community without a unique identity. We are proud of our ability to preserve our uniqueness and define our own future.

RTB: Community pride, support for local business, self-sustaining community, collaboration, a robust business ecosystem, heritage districts, unique institutions (Trent and Canoe Museum)

AREA #4

COMMUNITY MINDED

We are a city with very strong community values. We work together to support each other like family and neighbours do, creating a sense of belonging and inclusivity.

RTB: Chamber of Commerce, PKED, CF Peterborough, GPIC, community pride and support, other small business owners, VentureNorth, philanthropy, volunteerism, donating/giving, history within the community, PRHC, Trent University, Fleming and Seneca College, DBIA, distinct neighbourhoods

AREA #5

LIVABLE

We are a very livable city. From affordable housing and manageable commutes to world-class education and healthcare services and our proximity to cottage country, it's easy to love living here.

RTB: easy to navigate the city, Trent University, Fleming and Seneca College, cost of living is low, proximity to the great outdoors, no congestion, bike or walk to work, safe

**NUTURED
BY NATURE**

**LOCATION
LOCATION
LOCATION**

**FIERCELY
INDEPENDENT**

**COMMUNITY
MINDED**

LIVABLE

NEXT STEPS

**Over the next 3-4 months here are
the steps we will undertake:**

Finalize positioning

Develop creative assets

Develop brand guidelines

Thank you