



City of
Peterborough

To: Members of the Accessibility Advisory Committee

From: Sadie Norrad, Accessibility and Communication Specialist

Meeting Date: May 2, 2018

Subject: Report AAC18-019
Community Branding Project Update

Purpose

A report to introduce a presentation to the Accessibility Advisory Committee on the City of Peterborough's Community Branding Project "Live Outside the Ordinary."

Recommendation

That the Accessibility Advisory Committee (AAC) approve the recommendation outlined in Report AAC18-019 dated May 2, 2018 of the Accessibility and Communication Specialist, as follows:

That the presentation by the Customer Service Coordinator on the City of Peterborough's Community Branding Project be received for information.

Budget and Financial Implications

There are no budgetary or financial implications associated with the recommendation in this report.

Background

The City of Peterborough has been working with Brand Health to capture the uniqueness of the City of Peterborough through a community branding project. This

branding project will allow the City of Peterborough to represent itself consistently under one platform.

Submitted by,

Sadie Norrad
Accessibility and Communication Specialist

Contact Name:
Sadie Norrad
Accessibility and Communication Specialist
Phone: 705-742-7777 extension 1785
Toll Free: 1-855-738-3755
Fax: 705-876-4607
E-Mail: snorrad@peterborough.ca