



City of
Peterborough

To: Members of the Accessibility Advisory Committee

From: Trish Reed, Accessibility and Communication Specialist

Meeting Date: June 7, 2017

Subject: Report AAC17-042
City Branding Initiative

Purpose

A report to introduce a presentation by the Customer Service Coordinator on the City of Peterborough's branding initiative.

Recommendation

That the Accessibility Advisory Committee (AAC) approve the recommendation outlined in Report AAC17-042 dated June 7, 2017, of the Accessibility and Communication Specialist as follows:

That the presentation by the Customer Service Coordinator on the City of Peterborough's branding initiative be received for information.

Budget and Financial Implications

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

Background

In 2016 through Report CAO16-007, dated June 20, 2016, City Council approved a Branding Strategy and Implementation Plan for the City of Peterborough (City).

A strong City brand is a key competitive tool for showcasing our unique strengths and assets, and for positioning our City as an attractive place in which to live, visit, or invest. Branding is the tool through which we are able to distinguish the City from other cities and communicate that difference in a purposeful way in order to attract investors, entrepreneurs, visitors, students, and special events.

The City has partnered with local agency BrandHealth Inc., and is embarking on a Community Branding Project to establish a theme or an idea that captures the uniqueness of Peterborough.

Community Consultation to understand the perceptions of the City was the first step of the Community Branding initiative. Questions such as “If you were to describe Peterborough in one word, what would that word be?” informed the consultants on how City residents see their community. The Community Consultation meetings were held on Thursday, March 9, 2017 and two sessions were offered to provide convenient options during the day and evening. The sessions were promoted through traditional media, the City’s website, social media, and direct email invitation to community organizations and businesses. Approximately 50 people attended.

Two online surveys were also conducted and input was accepted via email which generated a further 545 responses.

Submitted by,

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