



Legislation Details (With Text)

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Title: Community Brand Policy Amendments
Presented by: Chris Jardine

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Attachments: 1. Proposed Amended Brand Policy, 2. Existing Community Brand Policy, 3. Comparison

Date	Ver.	Action By	Action	Result
1/9/2017	1	City Council	approved	Pass
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TAMRMS#: B06

Community Brand Policy Amendments
Presented by: Chris Jardine

RECOMMENDATION(S)

1. That City Council Policy C-CAO-17 Community Brand, provided as an attachment to the January 9, 2017 agenda report entitled "Community Brand Policy Amendments", be approved.
2. That \$10,000 be included in the City Manager's budget commencing in 2017 to provide for an allowance to undertake brand specific initiatives.
3. That the financial contribution towards branding as identified in the Capital Project Charters be removed.

PURPOSE OF REPORT

To provide Council with a revised Community Brand Policy for their consideration.

BACKGROUND AND DISCUSSION

In 2010, the City adopted the "Botanical Arts" brand and in September of 2013 the current Community Brand Policy was adopted by the Council of the day. Since the policy was adopted there have been several challenges that have arisen which have caused numerous points of confusion. The proposed amended policy is intended to better clarify the governance,

responsibilities and expectations associated with the Community Brand Policy. The following are accomplished with this proposed revised policy;

1. Reformat the layout of the policy to better align like aspects such as responsibilities and standards.
2. Separates the Brand Direction and Marketing Plan from being attached to the policy.
3. Provide for a concise but clear Policy Statement.
4. Provide clarity as to the roles of Council and the City Manager with regards to the outcomes expected from advancing the Brand as per this policy.
5. Focuses intent around integrating the Brand holistically into the City's planning, programs and initiatives where reasonable.
6. Segregates the brand advancement from the Capital budget while maintaining a modest allowance to advance brand specific projects as separate one off opportunities.

With regards to the point 4 noted above, if adopted this policy would require a transition from the current direction which has 1% of most capital projects (the ones not contributing towards the Public Art program) contributing towards a pool of funds which then gets utilized for brand specific projects. If this policy is adopted as presented the majority of branding work would be accomplished through integration of standards and in design work and the only additional financial requirements for "brand specific" projects would be the proposed \$10,000 allowance. As the 2017 budget has not been set up this way an adjustment to both the operating budget and the Capital budget would be required. Administration would suggest that this could be easily accomplished by adding \$10,000 to the 2017 budget and at the same time eliminating the branding contribution from the Capital projects.

STAKEHOLDER COMMUNICATIONS OR ENGAGEMENT

The proposed policy amendments were circulated and discussed internally amongst a number of City Administration that are versed or have involvement in leading the brand advancement within the corporation.

IMPLICATIONS OF RECOMMENDATION(S)

Financial: The adoption of this policy should reduce the amount of funds allocated to brand specific projects. It is expected that over time the City's design standards will more and more embody and reflect the brand and these will be more effectively incorporated into many aspects of the City including the built environment, programs and initiatives. Because of this integration in the everyday activities of the City the 1% contribution is no longer required. In 2017 a total of \$16,000 has been budgeted within the Growth Capital projects that was associated to Branding. If this amended policy is approved the net savings for 2017 would be \$6,000.

Legal / Risk: none

Program or Service: none

Organizational: The proposed amendments as outlined in this policy would help to reduce workload as it would bring better clarity around the financial interpretation related to Capital Project charter development associated with branding allocation.

ALTERNATIVES AND IMPLICATIONS CONSIDERED

If Council does not wish to support the recommendation, the following alternatives could be considered:

- a) Refer the policy back to Administration to amend as per the general discussion of Council and present back to Council at a future date.
- b) Direct that the policy be amended in a specific means as per Council direction.
- c) Take no further action on this matter.

Attachments:

- 1. Proposed Amended Community Brand Policy C-CAO-17
- 2. Existing Community Brand Policy C-CAO-17
- 3. Side by Side comparison of the proposed and the existing Policies

Report Date: January 9, 2017
Author(s): Chris Jardine, Interim City Manager
Committee/Department: City Manager's Office
General Manager: n/a
Interim City Manager: Chris Jardine