

## **COMMITTEE OF THE WHOLE – DECEMBER 3, 2007**

### **CORPORATE IDENTITY AND BRANDING SURVEY**

#### **Recommendation**

The Director of Corporate Communications, in consultation with the City Manager, recommends:

1. That Council approve the initial stage of a municipal branding process to determine the effectiveness and public perceptions of the City's current brand and logo, which includes "The City Above Toronto" tagline; and
2. That Council direct staff to proceed with a survey of key Vaughan stakeholders and approve funding to a maximum of \$28,000 for the survey to be developed and conducted by a market research consultant; and
3. That Council establish a Working Group, consisting of the Mayor, all Members of Council, the City Manager and/or Deputy City Manager and the Director of Corporate Communications, with appropriate staff support, to oversee the public survey initiative and other City activities relating to the municipal branding process.

#### **Economic Impact**

The cost of contracting a market research consultant to develop the questions, conduct a survey of key stakeholders and report on the results and findings, will not exceed \$28,000, to be funded through the 2008 operating budget.

#### **Communications Plan**

Corporate Communications will issue a news release on the survey initiative and communicate the survey results, when available.

#### **Purpose**

The purpose of this report is to request Council approval to proceed with a statistically valid survey to determine the effectiveness and public perceptions of the City's current brand and logo.

#### **Background - Analysis and Options**

On October 22, 2007, Council adopted without amendment a Committee of the Whole (Working Session) report on the Corporate Identity and Branding Process (Item 2, Report No. 46). It included a recommendation that a group session be held, which took place on November 5, 2007. All Members of Council were invited to this group session.

As a result of this November 5 group session, staff were instructed to prepare a report on the process required to conduct a public survey of key stakeholders on the current City logo and tagline. There was a consensus that a random survey would produce the most useful data.

The following process is proposed:

1. Formally establish a Working Group.
2. Retain the services of a market research consultant to conduct a statistically valid survey.
3. Develop the survey questions for review by the Working Group.

4. Commence the survey by the end of January 2008.
5. Report back to the Working Group with the survey results.
6. Report back to Council with recommendations, as appropriate.

The City's purchasing policies will be followed when retaining the services of the market research consultant.

#### **Relationship to Vaughan Vision 2007**

This report is consistent with the priorities previously set by Council and the necessary resources have not been allocated and approved.

#### **Regional Implications**

Not applicable.

#### **Conclusion**

The establishment of a Working Group and Council approval of a public survey on the effectiveness of the City's current brand and logo will provide important information that can guide Council with respect to their decisions regarding municipal branding.

#### **Attachments**

None.

#### **Report prepared by:**

Madeline Zito, Director of Corporate Communications  
Ted Hallas, Manager of Corporate Communications

Respectfully submitted,

**Madeline Zito**  
Director of Corporate Communications