

REPORT

Community Services

To: Mayor Johnstone and Members of Council in Workshop **Date:** May 27, 2024

From: Blair Fryer,
Acting Director of Community Services **File:**

Item #: [Report Number]

Subject: **Community Engagement Approach for New City Logo**

RECOMMENDATION

THAT Council provide feedback on the proposed engagement objectives and approach to inform development of a new corporate logo;

THAT Council endorse the engagement objectives and approach; and

THAT Council direct staff to proceed with launching the community engagement process.

PURPOSE

To update Council on the process to consider a new logo for the City of New Westminster, and seek endorsement of the proposed plans for community engagement as developed collaboratively with the community working group and graphic design firm.

BACKGROUND

In July 2022, Council passed a motion resolving *“that the City of New Westminster begin the process to update the City’s logo and phase out the use of the ‘Royal City’ moniker in our branding.”* The motion further resolved that *“the City develop a plan to engage with the community in the development of a new brand identity that is inclusive and allows for collective pride in our City.”*

The City of New Westminster’s current “brand,” or logo, consists of a gold stylized crown centred atop the words “New Westminster” in a serif font. The logo was adopted

in 2008 for use across the organization and replaced the logo that was most often used at the time, which consisted of the City's Coat of Arms with the words "Corporation of the City of New Westminster" arranged around the perimeter. The moniker 'Royal City' is no longer used in formal City communications or messaging.

In June 2023, Council passed a motion endorsing the steps outlined by staff as a process to consider a new logo, and directed staff to incorporate the logo project into their workplans and report back on a proposed timeline.

In [February 2024](#), Council passed a motion directing staff to initiate the endorsed process, and to provide updates to Council through the process.

DISCUSSION

Staff from Corporate Communications and Public Engagement have begun implementing the first steps of the logo project as outlined in previous reports. Pending direction from Council, staff are now ready to launch community engagement to help inform development of a new logo.

Since the last report to Council in February 2024, the following work has been completed:

Graphic Design Firm Hired

Working with the Purchasing division in Finance, a Request for Proposals for a graphic designer was conducted in February and March. The City received 21 proposals from graphic design firms across Canada.

Following the evaluation process, Ion Brand Design, an experienced firm based in Vancouver, was selected. The Ion team has begun its work and participated in the community working group meetings held to date. The designers contributed to the engagement approach outlined below.

Community Working Group Established

As outlined in previous reports, staff established a working group of seven residents who represent a diversity of ages, neighbourhoods, housing tenure, length of residency in New Westminster, and perspectives about the current logo. One of the working group members is Indigenous.

Applicants for the Community Advisory Assembly who were not selected to join the Assembly were invited to apply for the community working group. Twenty-five applications were received, and staff from Communications and Public Engagement worked together to select a diversity of demographics and perspectives from this applicant pool.

Collaborative Process to Develop Engagement Approach

Two community working group meetings have been held to date, on May 1 and May 8, 2024. Representatives from Ion Brand Design also participated in these meetings. The first meeting was focused on relationship building, learning about the project and current brand, and sharing some key principles for the public engagement process, informed by the City's Public Engagement Policy.

The second working group meeting was spent collaboratively planning the community engagement process to help inform development of a new logo for the City. A workshop approach was used and together the working group members, graphic designers and City staff identified the themes of input needed from the community, the groups that should be included in the engagement, and what engagement activities are most suitable for this topic and project. Potential risks and barriers to engagement were also discussed.

The engagement objectives and approach outlined below are based on this process and input from the working group and designers.

Engagement Objectives

To guide the engagement process, it is best practice to establish a set of clear objectives that define the purpose and scope of engagement. These objectives outline what we are planning to achieve through the engagement process, and guide the questions we want to ask the public and other interest holders. These objectives also provide the foundation for planning all engagement activities.

The following objectives have been developed for engagement to support development of a new City of New Westminster logo:

1. Share clear information with the community about why the City is pursuing a new logo for the organization, emphasizing the aim of fostering inclusivity. Additionally, outline what the project includes and does not include. For example, the new logo process does not include the public's use of the term "Royal City" to describe New Westminster.
2. Provide an inclusive process to hear the community's perceptions about New Westminster. This includes working to address potential barriers to engagement, seeking input from a wide variety of residents and groups, and working to provide safe spaces for the public to share their input.
3. Hear from a diversity of New Westminster residents, businesses, and community organizations what physical attributes stand out to them in the city, and what makes them unique. This could include landmarks, natural elements, the built environment, heritage, and a sense of place.

4. Hear from a diversity of New Westminster residents, businesses, and community organizations what elements of community culture and identity stand out to them, and what makes them unique. This could include feelings and sentiments, and characteristics of the people here.
5. Understand how residents and others connect with the history of New Westminster, and offer an opportunity for engagement participants to share reflections and learnings from the local history.
6. Hear from a diversity of residents, businesses and community organizations how they see New Westminster in the future. This could include a future vision of the landscape, built environment, and industries in the City, as well as people and how the city is perceived by visitors and others.

Engagement Approach

The City's Public Engagement Policy outlines that most engagements should include both online and in-person options for community members to participate. Within this context, the community working group members and designers worked to identify the most applicable activities for the types of input we are seeking and the groups that we want to hear from in the logo process.

The following activities were selected:

- Online engagement: survey and discussion forum on Be Heard New West
- In-person engagement: pop-ups and workshops

Low time commitment was a priority for working group members; however, there was also a recognition that workshops would result in more detailed input and dialogue between participants. Working group members also favoured drop-in engagement sessions; however, after some discussion there was recognition that pop-ups could achieve the aspects of drop-ins that were highlighted such as sticky-note boards and targeting specific demographic groups.

The working group identified that it will be important to hear from a diverse range of New Westminster residents, including: youth, seniors, racialized residents, Indigenous residents, renters, people with disabilities, LGBTQ2S+, residents with different socio-economic backgrounds, people who have lived in New Westminster for many years, and those who have come to the city more recently. The business community – including individual business owners, Business Improvement Associations, and the Chamber of Commerce – is another focus area for the logo engagement. Community organizations were also identified as important to include, such as Residents Associations, Tourism New West, and groups organized around different interests and activities.

Council and City staff will also be engaged through the process.

NEXT STEPS

Pending Council’s feedback and direction, staff intend to launch the community engagement process expediently with early June as the target. Active engagement is expected to run for 4-6 weeks.

Engagement reporting will follow over the summer, and a report on the engagement findings will be shared with the public and Council. Based on the community input, the graphic designers will develop preliminary themes and design direction for a new logo. After an opportunity for feedback from Council and the community working group, a new logo will be finalized for Council’s consideration.

FINANCIAL IMPLICATIONS

Estimated project expenses of \$40,000 to consider a new corporate logo are allocated in the 2024 Operating Budget. This includes designer costs and direct expenses to deliver public engagement, such as honorariums for working group members.

INTERDEPARTMENTAL LIAISON

Staff from the Corporate Communications and Public Engagement divisions are leading the work related to a potential new logo for the organization. Staff from other City departments will be invited to provide input through the engagement process.

OPTIONS

The following options are provided for Council’s consideration:

- 1. That Council provide feedback on the proposed engagement objectives and approach to inform development of a new corporate logo;
- 2. That Council endorse the engagement objectives and approach;
- 3. That Council direct staff to proceed with launching the community engagement process;
- 4. That Council provide alternative direction for staff.

Staff recommend Options 1, 2 and 3.

APPROVALS

This report was prepared by:
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This report was reviewed by:

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