



Council Workshop: Engagement Approach for City Logo

May 27, 2024



NEW WESTMINSTER

ON TABLE
Council Workshop
May 27, 2024
re: Item 3.3.a.

Recommendations

- That Council provide feedback on the proposed engagement objectives and approach;
- That Council endorse the engagement objectives and approach;
- That Council direct staff to proceed with launching the community engagement process.

Process to Develop Engagement Approach

- Graphic design firm hired through RFP process
- Community working group established and two meetings held to date
- Graphic designers, working group and staff collaborated to determine:
 - Themes of input needed
 - Groups that should be included
 - Most suitable engagement activities

Engagement Objectives

1. Share **clear information** about purpose and scope of new logo project
2. Offer **inclusive engagement** process, working to address barriers
3. Gather input on unique **physical attributes** of New Westminster
4. Gather input on unique community **culture and identity** (feelings, characteristics, etc.)
5. Understand how residents connect with the **history** of New Westminster
6. Gather input on a **future vision**

Groups to Include in the Engagement

- Diverse range of New Westminster residents, with extra efforts to include groups that are often left out or under-represented
- Long-term residents and also those who have come more recently
- Business community
- Community organizations

Recommended Engagement Activities

Online engagement:

- Survey
- Discussion forum

In-person engagement:

- Pop-ups (with interactive elements)
- Workshops

Questions for Council

- Are there any gaps in the proposed engagement objectives and approach?
- Are there any additional groups that need to be considered in this process?
- Any additional feedback on the proposed engagement objectives and approach?

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