



# Corporation of the Municipality of Brockton

## Report to Council

**Report Title:** Brand and Website Redesign Launch  
**Prepared By:** Brandy Patterson, Deputy Clerk & Sustainability Coordinator  
**Department:** Clerks  
**Date:** June 21, 2018  
**Report Number:** CLK2018-05 **File Number:** C11CL, M10

### Attachments:

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### Recommendation:

That the Council of the Municipality of Brockton receive for information, Report CLK2018-05 Branding Brockton Initiative – Brand and Website Redesign Launch prepared by Brandy Patterson, Deputy Clerk & Sustainability Coordinator.

### Report:

#### Branding Brockton

The purpose of a municipal brand is to reflect our identity and clearly communicate what sets us apart from the rest of the world. As part of the 2018 budget \$30,000 was set aside to develop a new Brockton brand and in March staff informed Council that eSolutions Group Inc. was hired to develop and launch a new brand in conjunction with an updated website.

A staff Brand Development Team, Sarah Johnson, Administrative / Communications Assistant, Brandy Patterson, Deputy Clerk & Sustainability Coordinator, Kathleen Arseneau, Community Development Coordinator and Sonya Watson CAO/Clerk worked closely with eSolutions staff to develop a plan to ensure that the new Brockton brand would be a product of extensive feedback collected during public consultations with the community. As part of this plan, staff worked with eSolutions Group to conduct six focus groups in three different communities (Walkerton, Cargill and Elmwood) and distributed two rounds of online and print surveys. Over the course of the consultations we received close to 700 responses from community members, including residents, business owners, Council members and municipal staff.

In addition to the in-person focus groups, print surveys were mailed to all addresses in Brockton and members of the public were offered the choice of submitting feedback online or submitting paper responses at the following locations:

- Walkerton Community Centre/Arena (290 Durham St. W., Walkerton)
- Cargill Library (1012 Major St., Cargill)
- Elmwood Resource Centre (St. John's Lutheran Church) (12 Dirstein St. S., Elmwood)
- Walkerton Library (235 Durham St. E., Walkerton)
- Municipal Office (100 Scott St., Walkerton)

The comments and feedback collected through these focus groups and surveys went into creating a brand story for Brockton, complete with a new logo and tagline for the Municipality.

At the May 28, 2018 Council Meeting, Gary Williams and Dani Stock of eSolutions Group Inc. provided an overview of the branding project, public consultation and the themes and key messages that emerged from the public consultation. Two concepts for a logo were unveiled at this meeting and following Council's approval of the key messages and logo concepts, all Brockton residents had an opportunity to vote on the logo concept they thought best represented Brockton between June 4 and June 13, 2018. Paper ballots were mailed to all addresses within Brockton and members of the public were offered the choice to vote online or to submit paper ballots using the drop box locations noted above.

A total of 172 votes were cast by paper survey, and 360 votes were cast online. The logo was determined by an 84 vote difference between Concept 1 (308 votes) and Concept 2 (224 votes), with a total of 532 votes cast by Brockton residents.

Concept	Total Votes
Concept 1	308
Concept 2	224
Total	532

### Our New Logo

A municipal logo is an important communication tool that contributes to the Municipality's overall image and identity. It appears in multiple forms and media, including on stationery, advertising, brochures, application forms, website graphics, municipal signage and more. We are thrilled with the results.



The three-colour Brockton logo represents the unique defining features of Brockton's economy, culture, geography and heritage:

- The urban, farming and residential areas of the community are all represented through silhouetted icons positioned above the Brockton name. The buildings include the historic Victoria Jubilee Hall, a modern commercial farm building and a residential home.
- The green swoosh symbolizes the fertile agricultural land and unique natural environment within Brockton's borders.
- The blue swoosh evokes both major bodies of water that run through Brockton: the Saugeen and Teeswater Rivers. The rivers are a defining feature, while also being a source of natural beauty and outdoor recreation.

Our brand story will be communicated in many ways, including through:

- Brand visuals, such as the logo
- Stories and images shared through social media
- The municipal website
- Community publications
- Events and celebrations
- The customer service experience delivered by staff

Next steps for staff include developing a number of promotional publications, strategies and media to increase awareness of the opportunities in Brockton.

A short-term and long-term plan for continued launch of the Brockton brand is being established. The recent approval of the RED grant supports some of the branding initiatives.

### **Website Launch**

Brockton's most recent municipal website was launched in November 2013. A site upgrade and refresh was planned for with \$10,000 budgeted in 2017 and \$10,000 budgeted in 2018 with the site relaunch planned for Spring 2018. Planned upgrades to the website included the current web editor software and modules, ensuring compliance with Web Content Accessibility Guidelines (WCAG) 2.0 AA and Canadian Anti-Spam Legislation, as well as several new features to improve user experience on the site.

The staff Website Team, Sarah Johnson, Administrative / Communications Assistant, Lynne Davidson, Recreation / Wellness Programmer, Katie Merchant, Tax/Cemetery Clerk and Brandy Patterson, Deputy Clerk & Sustainability Coordinator, have worked with eSolutions group over the past number of months to redesign and update the website and the team is very excited to see the new site live.

The following is a list of features we wish to highlight:

#### [Updated Home Page](#)

- Call to action buttons (blue bar) to get users where they need to go to find information quickly
- More tablet/mobile device friendly site with ability to scroll and explore featured events (Election, Canada Day etc.) programs, and site features
- I'd Like To Menu in the top right hand corner and [A to Z Services](#) in the bottom menu

- Each user navigates websites differently, these types of lists help some users find the information they need more quickly
- News and Calendar Feeds
- Full responsive design which automatically resizes menus and images to device screen size

### [Community Events Calendar](#)

- Our new Community Calendar represents an important partnership between the Municipality and the Walkerton BIA who previously acted as managers of the Community Calendar hosted on the BIA website. Our Website Team felt strongly that every event that happens in Brockton is a Community Event and they wanted recreation programs, community events and council and committee meetings to appear on one calendar at a glance to give residents and visitors a true sense of what is happening in the community at any given time. Users can turn categories in the calendar on and off and specific calendars (such as the Council and Committee Meeting Calendar) also appear on separate pages of the site if users are looking for more specific event listings.
- [Event Submission](#) – Community groups will create an account to submit their events which will go through an approval process

### [Facility Calendar](#)

- Check availability before you book a facility

### [News](#)

- Our popular news subscription service remains and our existing subscribers have been transferred to the new site. Users can subscribe to individual news categories and manage their own subscriptions

### [User Feedback](#)

- A Feedback link appears at the bottom of each page. Users can click this link, fill out the online form and submit it knowing that staff will be able to answer questions, or can correct errors or omissions based on which page this form was submitted on the website.

### [Accordion Folds](#)

- This design feature gives the user more information on one page, eliminating the need to click links that go deeper and deeper into a site. Allowing some users the opportunity to focus on just the content they need is also an accessibility feature for those who can get overwhelmed or find it hard to follow a page full of text.

### [Social Media Links](#)

- Links to the Municipal [Twitter](#), [Facebook](#), [Instagram](#), [YouTube](#) and [LinkedIn](#) feeds are always in view on the right-hand side of the desktop version of the site and are linked at the bottom on the mobile version.

### [Subscribe Options](#)

- Sign up to have news items sent directly to your email inbox; subscribe any of the seven News Feed categories and our Emergency Alert Banner

- Sign up to receive email notices when events are posted to any of our Community Calendar Categories
- Subscribe to Any Page – Click this button at the bottom of any page and sign up to receive email notices when a page is updated. This may be helpful for those who want to know as soon as recreation program information is posted, or want to know when a certain Council Package is posted but don't want to subscribe to the Council and Committee News feed.

**Sustainability Checklist:**

What aspect of the Brockton Sustainable Strategic Plan does the content/recommendations in this report help advance?

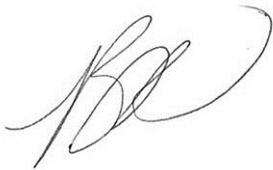
- Do the recommendations help move the Municipality closer to its Vision? Yes
- Do the recommendations contribute to achieving Cultural Vibrancy? Yes
- Do the recommendations contribute to achieving Economic Prosperity? Yes
- Do the recommendations contribute to Environmental Integrity? Yes
- Do the recommendations contribute to the Social Equity? Yes

**Financial Impacts/Source of Funding:**

- Do the recommendations represent a sound financial investment from a sustainability perspective? Yes

As part of the 2018 Budget, \$30,000 was allocated for Brockton Branding and \$10,000 was allocated for the website redesign. A further \$40,000 in matching funds was secured through an OMAFRA Rural Economic Development (RED) grant to assist in launching the new Corporate brand and messaging.

**Respectfully Submitted by:**



Brandy Patterson, Deputy Clerk & Sustainability Coordinator

**Reviewed By:**



CAO/Clerk