

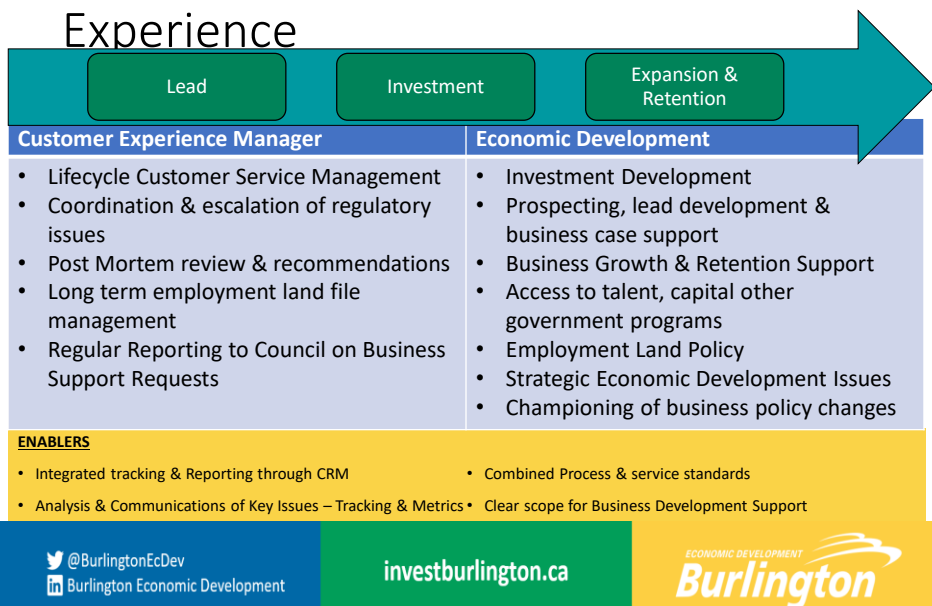


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RTRC - Dashboard

The RTRC Dashboard displays six panels for Cutting Red Tape (RT1-RT6). Each panel includes a status indicator (clock, checkmark, or X) and a title. The panels are:

- Cutting Red Tape - RT1:** Customer Experience Manager. Status: In Progress. Key Target Dates: Ongoing. Links: [RTRC Recommendation](#), [What's been done?](#)
- Cutting Red Tape - RT2:** Targets and Key Performance Indicators. Status: In Progress. Key Target Dates: Ongoing. Links: [RTRC Recommendation](#), [What's been done?](#)
- Cutting Red Tape - RT3:** Zoning, Site Grading and Committee of Adjustment Process review. Status: In Progress. Key Target Dates: Ongoing. Links: [RTRC Recommendation](#), [What's been done?](#)
- Cutting Red Tape - RT4:** Website Optimization for Business Support. Status: In Progress. Key Target Dates: Ongoing. Links: [RTRC Recommendation](#), [What's been done?](#)
- Cutting Red Tape - RT5:** Improved Customer Service Technology. Status: In Progress. Key Target Dates: Summer 2020. Links: [RTRC Recommendation](#), [What's been done?](#)
- Cutting Red Tape - RT6:** "Fast Track" Options. Status: Not Started. Key Target Dates: Winter 2020. Links: [RTRC Recommendation](#), [What's been done?](#)

The footer contains social media links for @BurlingtonEcDev and Burlington Economic Development, the website investburlington.ca, and the Burlington Economic Development logo.

RTRC – Business Communications

The Business in Burlington website features a navigation menu with sections: I Need to..., Live and Play, Services for You, and Your City. The main content area is titled "Business in Burlington" and includes a "Quick Links" section with links to:

- [Burlington Economic Development Corporation](#)
- [Business FAQs](#)
- [Capital Works Documents and Drawings](#)
- [Halton Region Small Business Centre](#)
- [Red Tape Red Carpet Task Force](#)
- [Zoning By-Law 2020](#)
- [Accessible Services](#)
- [Animals](#)
- [Applications, Licences and Permits](#)
- [Building Permits](#)
- [Burlington Fire Department](#)
- [Burlington Transit](#)
- [Cemeteries](#)

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Burlington One Brand

Claire Green

Manager, Marketing and Attraction

December 3, 2019

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Burlington One Brand

Context

As part of the City of Burlington's strategic plan "to create one brand for people and business," and the Red Tape Red Carpet recommendations, the City of Burlington will design, launch and activate a new [comprehensive, city-wide brand](#).

Goal

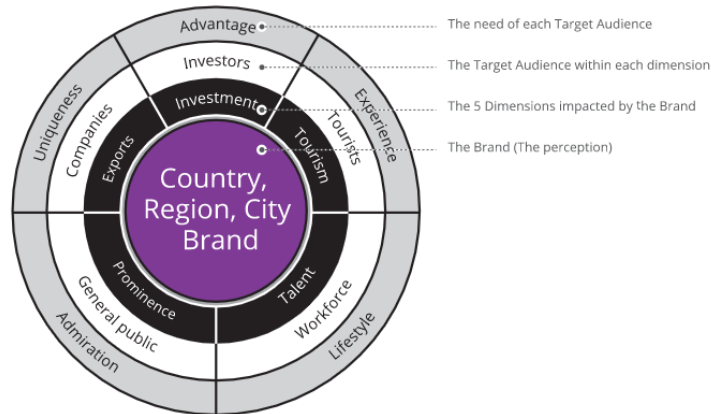
Develop a single brand identity that better positions Burlington to compete globally for talent and investment, and that builds genuine local pride and attachment amongst residents, businesses and visitors.

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“The Central Idea”



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The Project Details

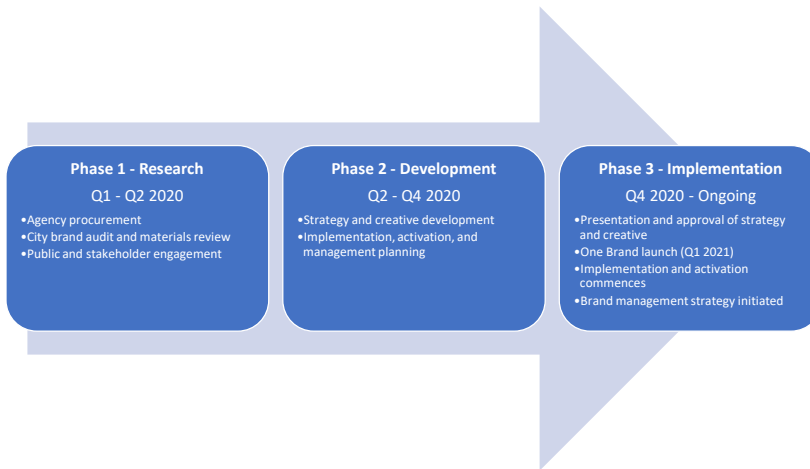
- Integrate One Brand project into Council’s work plan 2018-2022 Burlington's Plan: From Vision to Focus
- Project will occur in three key phases: Research (2020), Development (2020) and Implementation (2021)
- Develop and fully integrate the Burlington city brand, **and** the Burlington corporate brand (the Burlington customer service experience)
- One project, one agency

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Work Plan and Timelines



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Phase 1 – Research

- Find our agency partner
 - RFP Market date – early January
- Audit - Burlington's current brand position and implementation planning
- Tune in and engage with public and stakeholders.



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Phase 2 – Development

- Agency will be an integrated member of the Project Team
- Vision and strategic analysis
- Brand Promise, values and personality
- Tools for implementation
 - Logo usage guide and strategy (open source, toolkits, etc.)
- Implementation planning

Phase 2 - Development
Q2 - Q4 2020

- Strategy and creative development
- Implementation, activation, and management planning



Phase 3 – Implementation

- Strategy and creative approved
- Implementation commences at launch time
- Out with the old, in with the new – a committed approach
- Strong coordination with city departments to update physical and digital assets
- Brand activation and management

Phase 3 - Implementation
Q4 2020 - Ongoing

- Presentation and approval of strategy and creative
- One Brand launch (Q1 2021)
- Implementation and activation commences
- Brand management strategy initiated



Key Groups and Roles

- Keys to a successful process:

- Coordination and leadership
- All way communication
- Commitment and consistency



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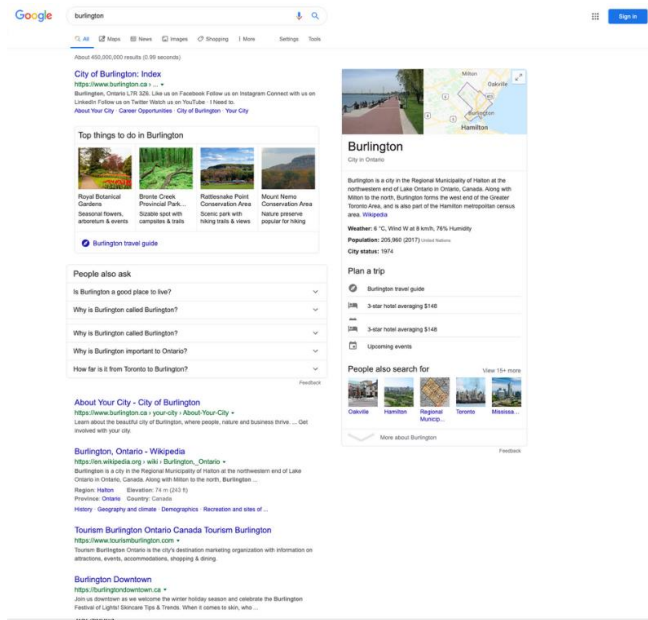
Digital Identity

- The digital identity of nations and places is completely changing the dynamic of city and nation place branding – nation branding 2.0.
- Want to know how you're perceived? Google yourself.
- Keep up with the right platforms. Be different, but be authentic.
- Open up your strategy to your citizens

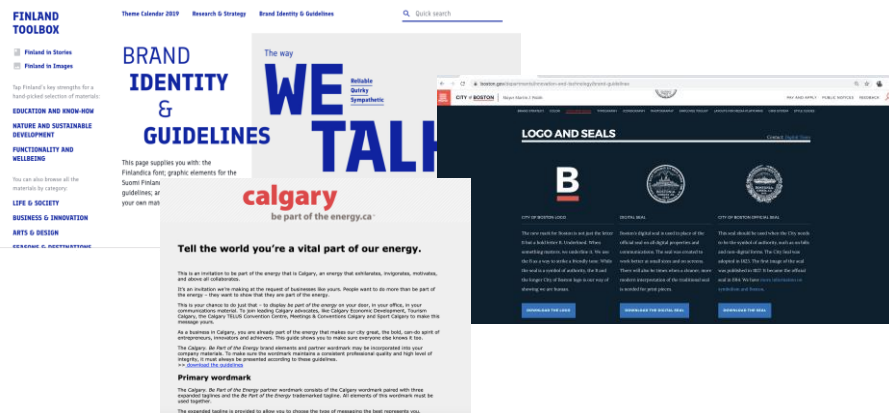
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Open Source Branding and Toolkits



Current Priorities

- Developing RFP in coordination with City of Burlington Procurement services
- Work Plan development
 - Budget planning for phase 1 and 2
 - Advisory Committee – first meeting in January
 - In depth timelines and milestones
- Communications planning – both internal and external
- Looking ahead to what's next



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Thank you



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