

City Council Work Session Handouts

October 17, 2016

- I. Review and Discuss Communication Strategies Related to Branding and Marketing Richardson
- II. Review and Discuss the 2017 Richardson Legislative Agenda



Improving Richardson Communications: Potential Branding Study, Logo Refresh and/or Tagline Creation

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Gail Cooksey and Colby Walton, Cooksey Communications

October 17, 2016



STRATEGIC COMMUNICATIONS

Strategy: Improve Communications

Currently Includes These Tactics:

- Identify goals and strategies for a branding study and possible future marketing campaign
- Research and report on methods to refresh or update the city's logo and possibly create a tagline

Topics for Tonight

1. Branding / Logos and Taglines
2. Richardson's Logo History
3. Richardson Needs Assessment
4. Recommendations/Next Steps

What's In A Brand/Logo

- What do we mean by a municipal brand?
- What could a branding assessment or logo refresh entail?

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City of Excellence



IRVING
T E X A S



FRISCO



City of Dallas



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Prairie*
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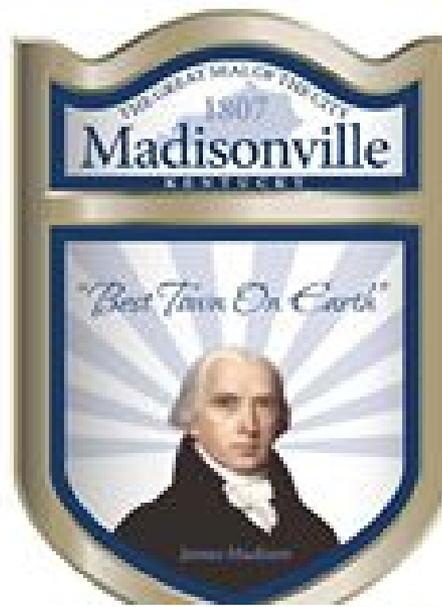
McKINNEY
T E X A S
Unique by nature.

Elements of a Successful Brand

- **ATTRIBUTES:** Authentically captures something of a city's essential brand character, affinity, style and/or personality.
- **MESSAGE:** Tells the story in a clever, fun and/or memorable way.
- **DIFFERENTIATION:** Is unique or original.
- **EFFECTIVENESS:** Inspires a desired action – making audiences want to visit, live there, do business there or at least learn more.

Elements of Less Effective Brands

- They're **BLAND**
- They're too far from a **STRONG EXISTING PERCEPTION**
- They aren't **DISTINCTIVE**
- They're **TRYING TOO HARD TO DO TOO MUCH**
- They're **CREATED** rather than **DISCOVERED**
- They're **AMBIGUOUS**



Taglines: What Makes Them Work?

- **Attributes:** Do they express a city's brand character, affinity, style, and personality?
- **Message:** Do they tell a story in a clever, fun, and memorable way?
- **Differentiation:** Are they unique and original?
- **Ambassadorship:** Do they inspire you to visit there, live there, or learn more?

Brand Assessment: Potential Approaches

- **Broad branding assessment** by a third-party firm
 - For a complete repositioning (entirely new brand)
- **Limited branding assessment** by a third-party firm
 - For a brand or logo update, potential tagline suggestions
- **Internal development** of updated logo, tagline ideas

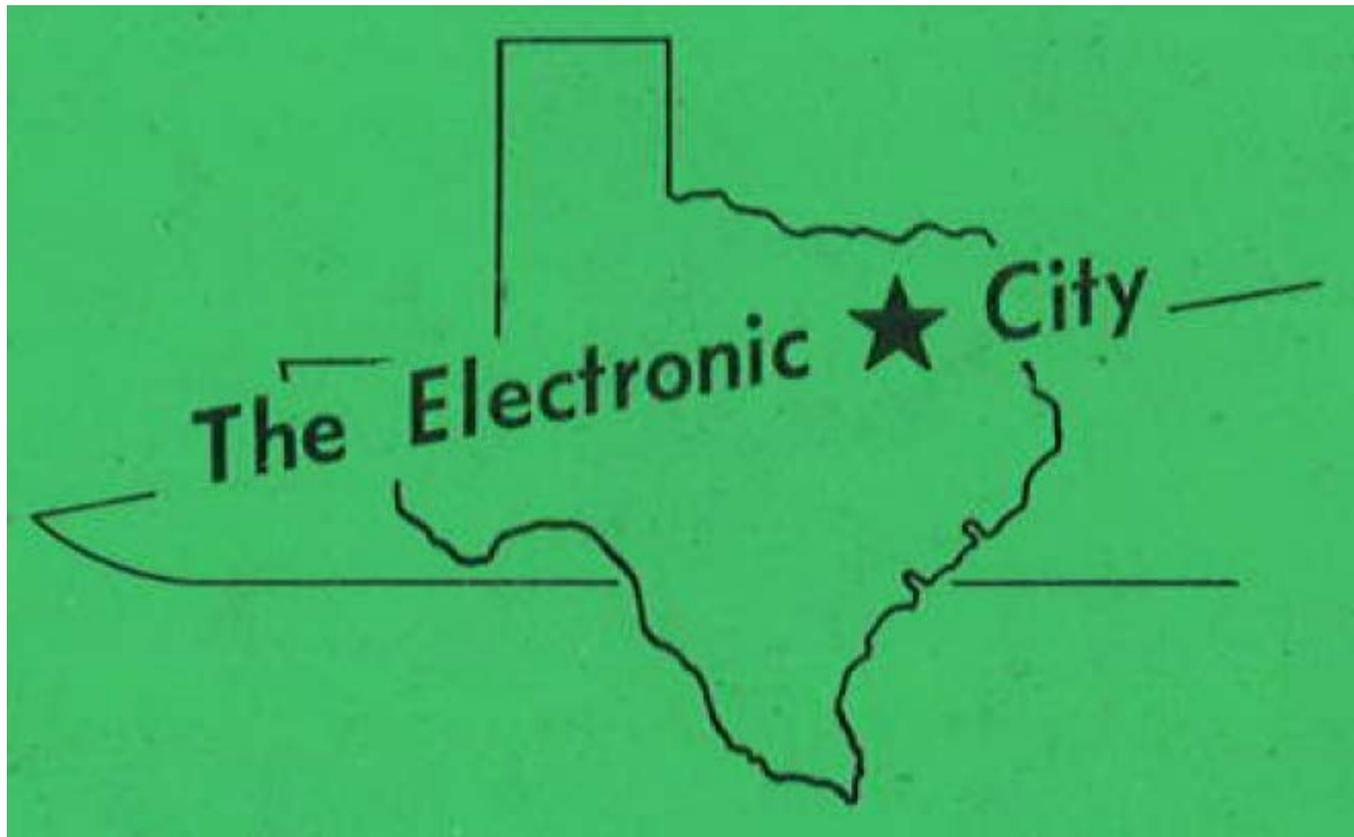
What Are the Trends?

- **There are some meaningful pluses to a limited branding assessment process**
 - Engages community stakeholders
 - Yields consensus on community's legitimate reputation and brand strategy
 - Supports what you're already doing to address fundamental needs
 - Reinforces community reinvestment, community stewardship
 - Gives new energy to City marketing, brand materials

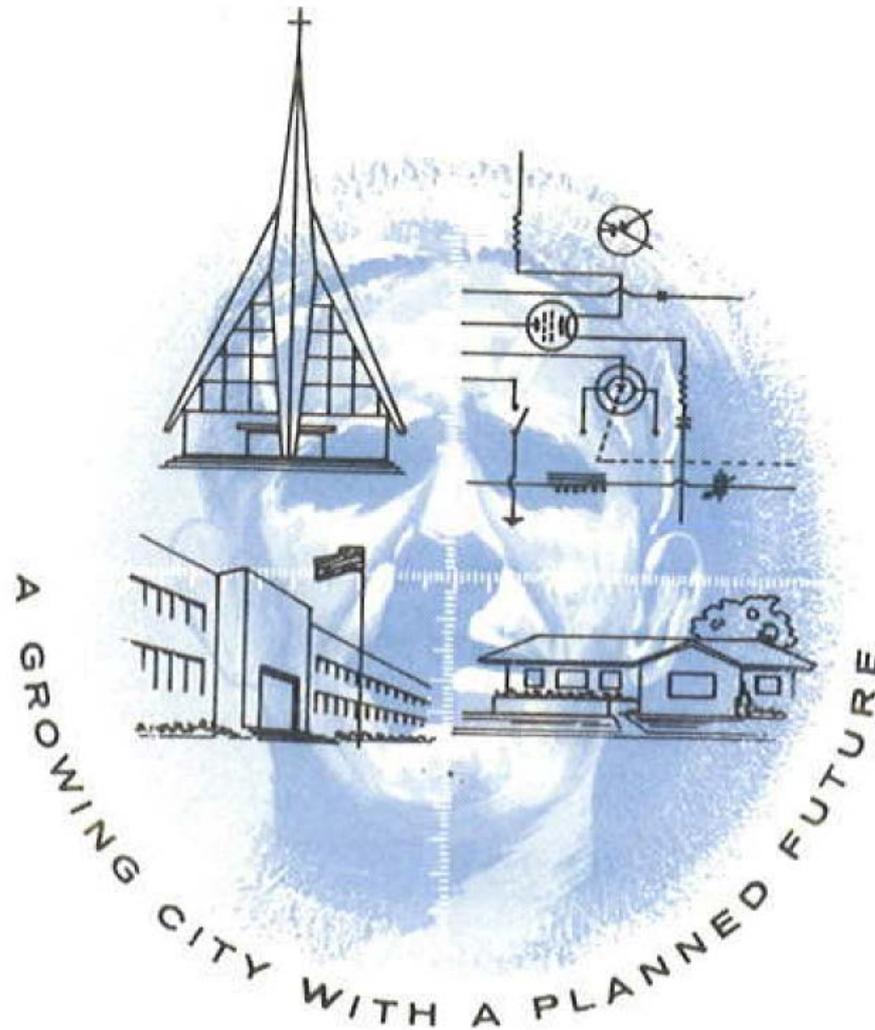
A Logo Refresh Case Study



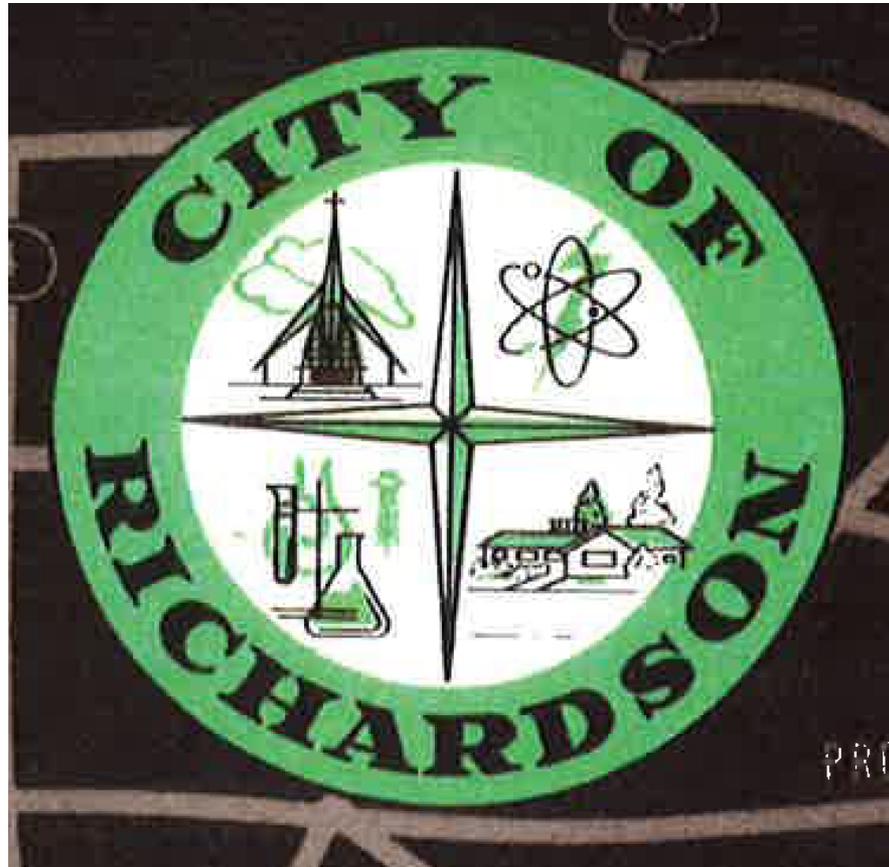
Logo History (early 1960s)



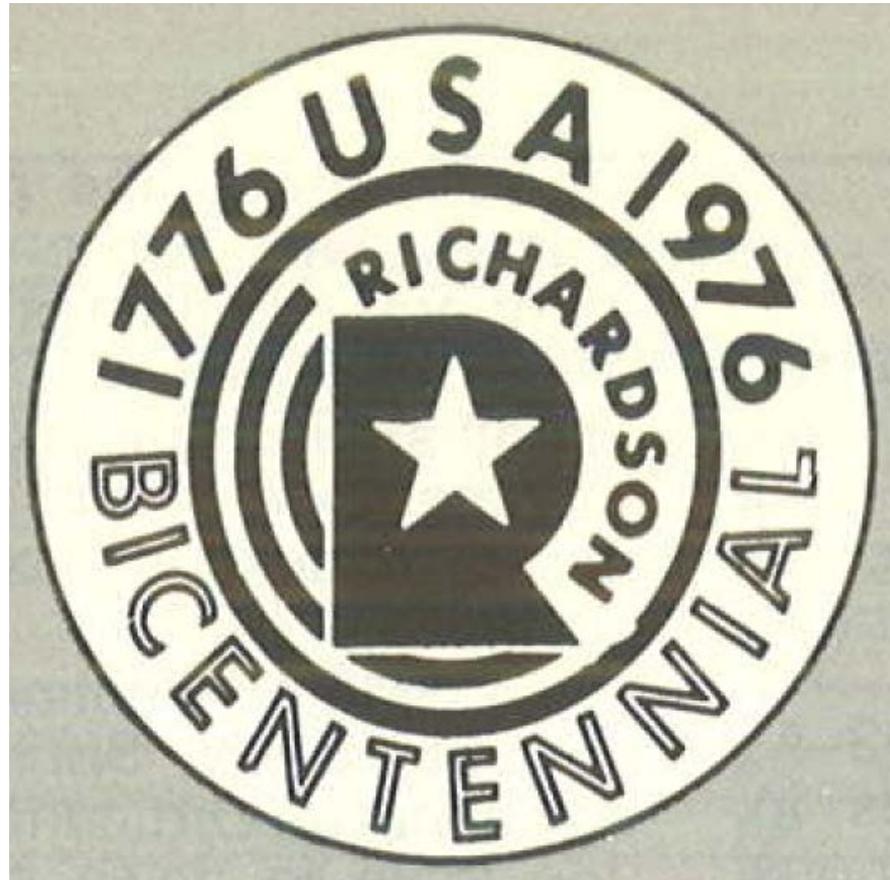
Logo History (1964 – 1976)



Logo History (Late 1969)



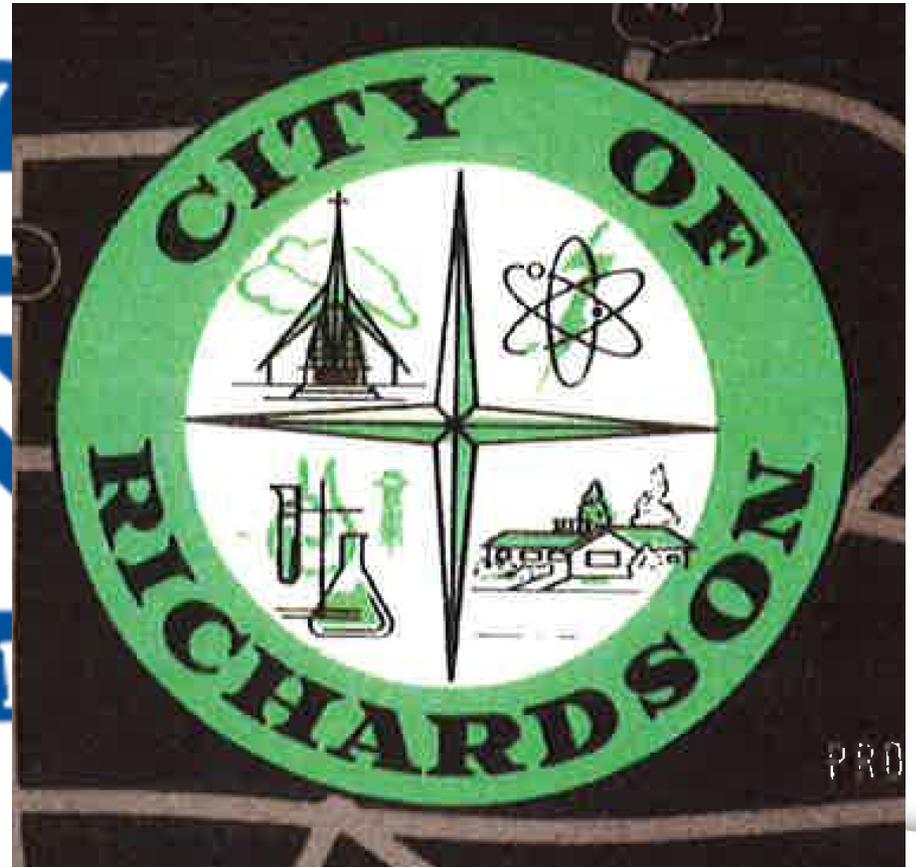
Logo History (1976)



Logo History (1977 – 1992)



Logo History (1977 – 1992)



Logo History (1992 – present)



Logo History

Vol. 4, No. 6
March 1992
Published by the City of Richardson

Vol. 4, No. 6
March 1992
Published by the City of Richardson



RICHARDSON TODAY

Tinseltown comes to town

Taste of Richardson goes Hollywood

This year's "Taste of Richardson" is scheduled for March 26, from 5:30 p.m. to 8:30 p.m. at the Richardson Civic Center. In its third year, it has become one of the "must be missed" events in the Richardson community. Come sample various foods from more than 40 of Richardson's leading restaurants, while mingling through lavish decor and great entertainment patterned after the 1940s Hollywood era. Tickets are \$5 and can be purchased at the Richardson Civic Center leasing office, 411 West Arapaho, Room 102. Advance ticket purchase is recommended; tickets are limited. The "Taste of Richardson" is sponsored by the City of Richardson and the Richardson Chamber of Commerce. Don't miss it!



Local apartments demolished:

NIP Phase 3 in action

Richardson City Departments nearly a year and a half ago there, but only to be torn down. A sign of the Neighborhood Integrity Program, the Sherman Oaks Apartments on Spring Valley Road were demolished in late August 1990. The City staff had been working under the authority of the late Mayor Urban Stansfeldt Ordinance to get the matter under review on the 72 area city blocks. Chief Building Official Carl Graves said, "When it didn't happen, the buildings were torn down. It was a long process, but one you get the paperwork done, the building comes down pretty quickly." Last year, 17 buildings were demolished as part of NIP Phase 3 inspections. In the Neighborhood Integrity Program as a result of reducing neighborhood maintenance and residential deterioration within the city. NIP began by addressing single family conditions primarily. Phase 3 was added to

include apartment complexes and commercial property. All apartments and commercial properties have been scheduled for a certain inspection, if NIP hasn't been done already, Graves said. The process begins with an exterior inspection, he said, primarily dealing with the landscaping, the site work, and general condition of the building exteriors. "If we need, we'll go inside to inspect the building as well," he added. Representatives from the Building Inspection Department, the Fire Marshal's Office, Environmental Health, Police and Fire are included in all NIP Phase 3 inspections. If problems are found, Graves explained, the property owners are notified in writing and given time to make the necessary repairs. In most cases, he said, the owners have been extremely cooperative and have worked with the City to address the problems. "On the whole, most buildings are in very good condition," Graves said. "I think they were constructed well, and most people

do a good job of maintaining them." "On top, more than \$1.5 million has been spent on renovations to existing apartment units," he said. "It's just a matter of maintaining a piece of property so that it'll fit for human habitation. If the property is not in an acceptable condition, we'll do whatever it takes to correct it." Although the owner of Sherman Oaks Apartments was not pleased with the City's actions, Graves said the neighbors have a different opinion. "All of the feedback from the neighbors around Sherman Oaks has been very positive," he said. "Everybody is extremely happy that it goes. I think the fact that we did tear it down shows the community that we are very serious about the enforcement of the Sherman Oaks Standards Ordinance. "If you don't take the necessary steps to keep it up, it's not yours," Graves said, "it's yours just like a house. We're going to do whatever it takes to reverse any kind of action done in Richardson."

Briefs

Northern Telecom receives EPA award
Northern Telecom received the Executive National Protection Agency's prestigious 1991 Steno-graphic Order Protection Award for being the first electronic company to eliminate ozone-depleting chlorofluorocarbon solvents from its manufacturing operations. Northern Telecom's environmental efforts come one year ahead of an international market.

City Auction—March 3
The City of Richardson will hold an alternate/unapproved vehicle auction, March 3. Registration for the auction begins at 9 a.m., with the auction beginning at 10 a.m. For more information, please call 238-4130.

Comprehensive Planning Guide available
Copies of the Comprehensive Planning Guide (update draft) are available for review at the Richardson Public Library (900 Civic Center Drive) and the Development Services Department at City Hall (Suite 205).

R.I.S.D. school chosen for innovative program
Richardson West Junior High School is one of 82 schools chosen to participate in a Texas Education Agency program to improve student achievement. The experimental class will give education more freedom to teach by fixing their own state regulations.

Children's Convention Center hours
Need a place to take lunch, books and other items that can't be packed up at home? Richardson Children's Convention Center on Lookout Drive behind Owen Center Park is open Monday through Saturday from 8 a.m. to 3:30 p.m. Handicapped persons are invited to prove of membership. Only household items and yard debris will be accepted.

Newspaper recycling in Richardson
Recycled newspaper is used for a wide variety of purposes such as insulation, packing materials and roofing materials. Want to do your part? City Council members collected bundled newspapers every Wednesday morning (weather permitting). Leave your newspapers before 7 a.m. on your normal trash pickup day. The City will handle it from there.

New logo kicks off City's identity campaign



Like needle and thread, a new City logo will gradually sew a common theme throughout Richardson. This month, the new logo makes its appearance in *Richardson Today* and on City business cards, stationery and a few other items.

The City will make the changeover to the new logo gradually. For example, only new vehicles will get the new logo. The rest of the City fleet will wait until vehicles are replaced through normal attrition. Other items, such as invoices and purchase order forms, will be redesigned only when the City runs out of existing stock.

The new City identity is the result of a gift from Jaime and Jordi Sendra. The Sendra's company, Advance Design, has extensive experience in packaging design for a variety of products. The company is producing all artwork for the new Richardson image.

"When my brother and I came here, everyone opened their arms and really made us feel welcome," Jaime Sendra said. "The

people here have done many things for us. I feel that I owe something in return. The best thing I know how to do is design, so that is what I used to thank the Richardson community.

"I wanted to create an image for Richardson that reflected the city's enthusiasm, youth and energy," Sendra added. "It would also be an image more up to the nineties."

Sendra and his staff of designers decided to keep the old logo as a part of the new one. They felt that the old logo gave the new image continuity and authority.

The lead artist on this project for Advance Design is Bryan Rogers, also a Richardson resident.

"I have several friends in the area," Rogers said. "So I have a particular interest in making the new logo look nice and effective. At the same time, I want to make it easy to use without requiring the City to spend tax money that will cause my own taxes to go up.

"The design elements must show that Richardson has its act together, and that the City is well organized, looks fresh, and that it is clean and progressive," Rogers said.

Vote March 10

Presidential Primary Election

See page 4 for polling locations and early voting dates.

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New Recreation Classes
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Logo History

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"...reflected the city's enthusiasm, youth and energy,"

"It would be an image more up to the nineties."



STRATEGIC COMMUNICATIONS

Logo Use



Logo Challenges

CITY OF HASLET

101 Main Street
Haslet, TX 76052
www.haslet.org

Mayor: Bob Golden
City Administrator: James Quin
Economic Development contact:
Thad Chambers, tchambers@haslet.org,
www.hasletcdc.com



CITY OF PLANO

1520 K Avenue
Plano, TX 75074
www.plano.gov

Mayor: Harry LaRosiliere
City Manager: Bruce Glasscock
Convention & Visitors Bureau contact:
Mark Thompson, markth@plano.gov
Economic Development contact:
Sally Bane, sallyb@plano.gov



CITY OF IRVING

825 W. Irving Blvd.
Irving, TX 75060
www.cityofirving.org

Mayor: Beth Van Duyn
City Manager: Chris Hillman
Convention & Visitors Bureau contact:
Maura Gast, mgast@irvingtexas.com
Economic Development contact:
Beth A. Bowman, bbowman@irvingchamber.com



TOWN OF PROSPER

P.O. Box 1060
170 North Preston Road, Suite 50
Prosper, Texas 75078
www.prosperedc.com

Mayor: Ray Smith
Town Manager: Harlan Jefferson
EDC President: Jim Wicker
Economic Development contact:
edcadmin@prosperedc.com



CITY OF KELLER

1100 Bear Creek Parkway
Keller, TX 76248
www.cityofkeller.com

Mayor: Mark Mathews
City Manager: Mark Hafner
Economic Development contact:
Trina Zais, trais@cityofkeller.com



CITY OF RICHARDSON

411 West Arapaho
Richardson, TX 75080
www.cor.net

Mayor: Paul Voelker
City Manager: Dan Johnson
Convention & Visitors Bureau contact:
Geoff Wright, geoff.wright@cor.gov
Economic Development contact:
John Jacobs, john@telecomcorridor.com



CITY OF MESQUITE

1515 North Galloway
Mesquite, TX 75149
www.cityofmesquite.com

Mayor: Stan Pickett
City Manager: Cliff Keheley
Convention & Visitors Bureau contact:
Judy Skowron, jskowron@cityofmesquite.com
Economic Development contact:
Tom Palmer, tpalmer@cityofmesquite.com



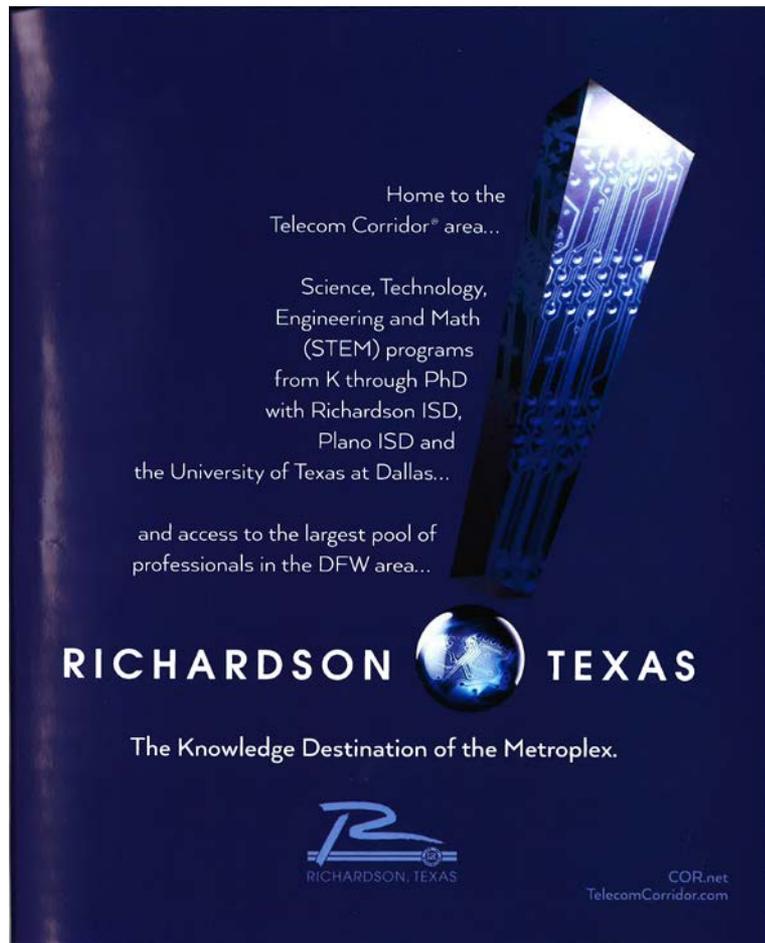
CITY OF THE COLONY

6800 Main Street
The Colony, TX 75056
www.thecolonytx.gov

Mayor: Joe McCourry
City Manager: Troy Powell
Convention & Visitor's Bureau contact:
Diane Baxter, www.visitthecolonytx.com
Economic Development contact:
Keri Samford, www.thecolonyedc.org



Logo Use



Home to the
Telecom Corridor® area...

Science, Technology,
Engineering and Math
(STEM) programs
from K through PhD
with Richardson ISD,
Plano ISD and
the University of Texas at Dallas...

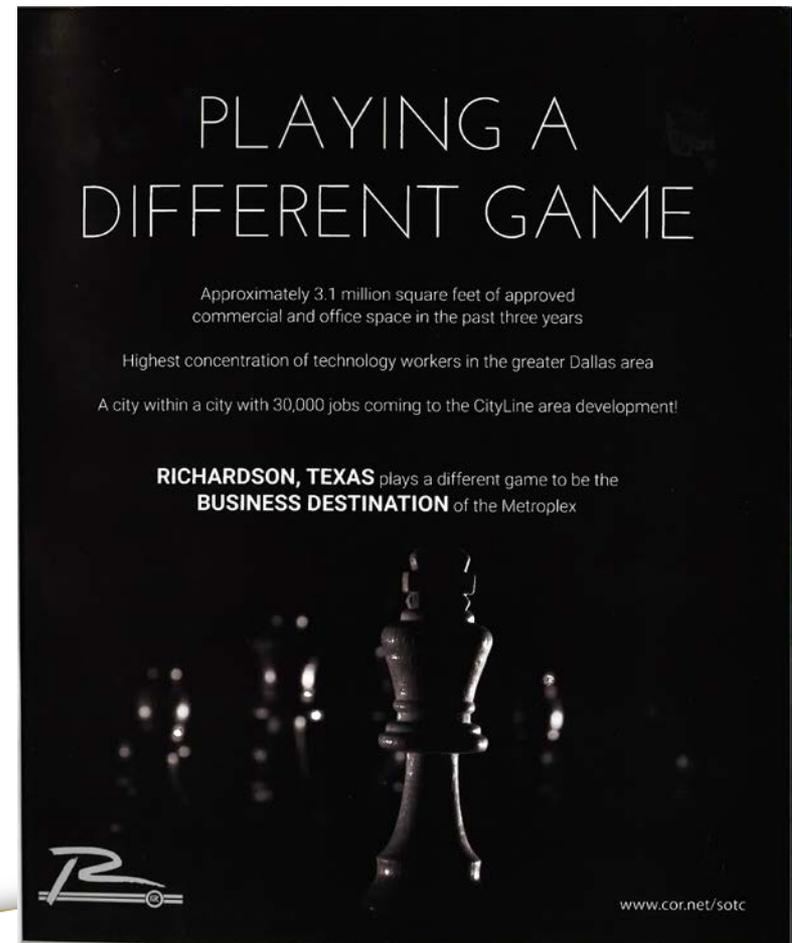
and access to the largest pool of
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Logo Use

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Richardson TEXAS

Search... SEARCH

RESIDENTS BUSINESSSES VISITORS GOVERNMENT SERVICES DEPARTMENTS I WANT TO...

Summer Water Schedule

POOL SCHEDULES

BUDGET WORKSHOP

RICHARDSON PROJECTS

[Click here for more information](#)

Pool Schedules

Richardson pools will operate on a modified schedule this summer.

TRANSPARENCY WATER BILL PERMITS TRASH & RECYCLING EMPLOYMENT ZONING CHANGE REQUEST

NEWS

RSS

Week in Review Week In Review, July 8, 2016
A series of weekly messages from the Mayor and City Council to help Richardson residents and businesses keep up to date on events at City Hall.

Richardson plans mosquito sprayings for one area Thursday and Friday
Richardson plans to ground spray one area tonight and tomorrow night, weather permitting, in order to help prevent the spread of the West Nile virus.

EVENTS

18 JUL City Council Worksession 6:00 PM

19 JUL City Council Budget Retreat

25 JUL City Council Worksession and Regular Meeting 6:00 PM

01 City Council Worksession and

MEETINGS

July 2016

S	M	T	W	T	F	S
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Richardson Needs Assessment

- Why might Richardson need a logo refresh and potential tagline development?



Richardson Needs Assessment

- Do not need a **complete repositioning**
 - Factors requiring a total brand overhaul don't exist
- But a **logo refresh and potential tagline development** will help focus/enhance Richardson's brand position
 - Can be accomplished through a limited brand study

Proposed Process

- **One-on-one interviews, focus groups with stakeholders (20-25)**
 - **External:** General public, realtors, Chamber officials, business/civic leaders, institutional partner representatives
 - **Internal:** Department leaders, staff with marketing/communications focus
- **Community/public input session**
 - Neighborhood leaders group and public
 - Administration of group survey
- **Analysis of stakeholder input**
- **Benchmarking review of 8-10 peer cities' logos and taglines**
- **Design/development, presentation, revisions, adoption**
 - Including recommendations for usage, brand standards
- **Estimated 6 month process**

Deliverables: Proof of Performance

- Development of logo and/or tagline
- Creation of brand standards, usage guidelines
- Validation of internal and external stakeholder acceptance
 - Pre- and post-process, through:
 - Interviews with stakeholders
 - Focus groups, and/or
 - Surveys

Recommendations

Adjusted Tactics

- Undertake a limited branding study
- Utilize an outside party for better perspective
- Focus on a brand refresh rather than a total repositioning

Questions and Discussion



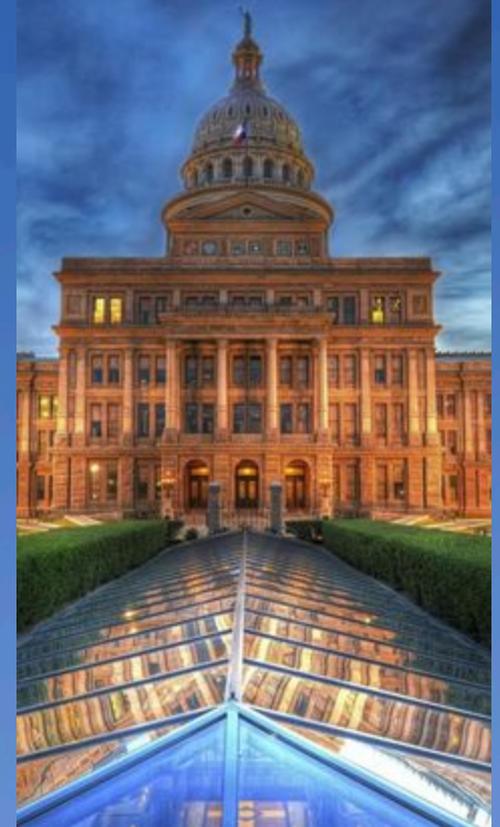
State of Texas 85th Legislative Session

City Council Legislative Agenda
October 17, 2016



Overview

- Review City of Richardson Legislative Program
- Overview 84th Legislative Session
- Key Dates for 85th Legislative Session
- Review and Discuss Proposed City of Richardson 85th Legislative Session Agenda



Richardson's Legislative Program

- Guide for Council and staff to promote and protect municipal interests
- Establishes policy direction for general topics that could affect the City of Richardson
 - Transportation
 - Economic Development
 - Finance
 - Water
 - Development
 - Public Safety
 - Parks
 - Library
 - Higher Education
 - Public Education



Richardson's Legislative Program

- Coordinated by City Managers' Office
- Department directors and staff review bills throughout session and make comments and suggestions
 - Kent Pfeil, Keith Dagen, Taylor Lough assist with Legislative Budget Board's Fiscal Note Process
- Action taken based upon priority of topic and impact to the city



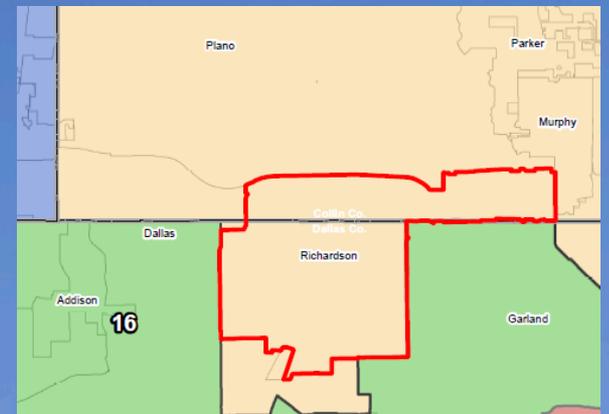
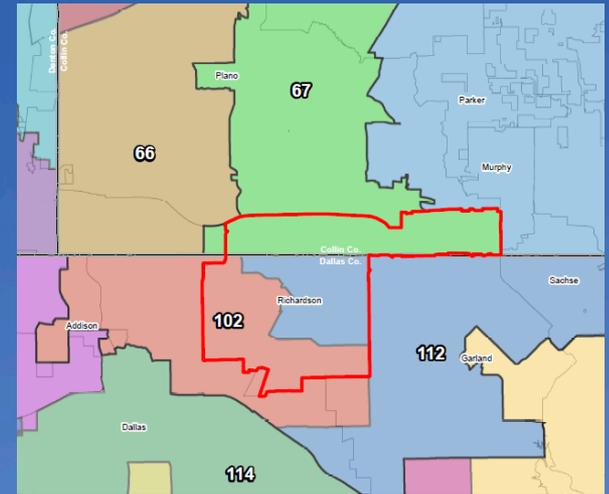
Richardson's Legislative Program

- Possible action for or against a bill taken through:
 - Testimony
 - Letters
 - E-mails
 - Phone Calls
 - Meetings



Richardson's Legislative Program

- Seeking active, positive partnerships with our elected officials:
 - Angie Chen Button, House District 112
 - Linda Koop, House District 102
 - Jeff Leach, House District 67
 - Van Taylor, Senate District 8
- Elected Officials Guide



84th Legislative Session

- Agenda adopted: November 17, 2014
- Legislature Convened:
 - January 13 through June 1, 2015
- Collin County Days in Austin: March 2, 3
- Richardson Day in Austin: March 3, 4



84th Session Bill Statistics

Status	House Bills	Senate Bills	Total
Introduced	4,207	2,069	6,276
Passed	819	504	1,323
Vetoed	32	9	41
% Passed	18.7%	23.9%	20.4%

- Over 400 more bills were introduced in 2015 than 2013
- More than 1,600 of those bills would have affected city authority (100 less than 2013)



85th Legislative Session

- Legislature Convenes:
 - January 10 –
 - May 29, 2017
- Richardson Days:
 - February 28 – March 1
- Collin County Days:
 - March 28, 29



Richardson's 85th Legislative Agenda

- Establishes policy direction for summary of important issues that affect Richardson residents, businesses, and stakeholders
- Proposing change to format
 - Binary organization: Opposition and Support
 - Concise bullets
- Guide of Legislative Priorities created for more narrative



Local Control

- 1912 Home Rule Amendment approved by Texas voters to give cities more than 5,000 in population power for local voters to adopt city charter
 - Direct governing of city by its citizens
 - Secured powers that allow municipalities to meet increased and unique demands for services
 - Avoid interference in local government by state legislature
- 1956 Richardson voters approved home rule charter giving full power of local self-government



Local Control

- Local elected officials tasked with raising funds and providing services to respond to the individual and market driven needs of the unique community they serve
 - Beyond residency requirement: engagement requirement
 - Annual adoption of budget and tax rate
 - Local Council election every two years in addition to referendum and recall options
 - Cities reflect rich diversity of Texans



Opposition

- Legislation that would erode or otherwise diminish home rule authority and local control
- Legislation that imposes revenue caps in the form of adjusting provisions for the current property tax rollback rate
- Legislation that reduces the appraisal growth cap established in current law



Opposition

- Legislation that would:
 - Impose limits on the city's existing economic development authority
 - Restrict the ability of cities to provide economic and efficient methods of financing city purchases and projects
 - Erode zoning authority
 - Erode municipal authority over the rights-of-way or erode municipal authority to collect reasonable compensation for the use of rights-of-way.
 - Limit a municipality's ability to implement and/or maintain safety camera program or further divert proceeds from intersection safety camera programs away from local control



Areas of Support

- Transportation
 - Expand and sustain regional transportation funding options that account for economic inflation and enhanced motor vehicle fuel efficient
 - Ensure adequate funding of statewide and regional efforts to maintain and improve multimodal transportation systems



Areas of Support

- Finance / Taxation
 - Require the mandatory disclosure of real property sales prices to appraisal districts to ensure fair and equitable valuation and taxation of all real property in the State of Texas
- Permit the publication of a simplified notice of tax rates and tax impact to Richardson taxpayers to promote truth in taxation efforts



Areas of Support

- Economic Development
 - Build equity in economic development between communities able to utilize 4A/4B sales tax and those who utilize sales tax funding for regional transportation
 - Continue funding for Texas Enterprise Fund and Skills Development Program



Areas of Support

- Development
 - Eliminate the provision in state law that allows payday, auto title, and other consumer loan providers to carry excessively high annual percentage rates
 - Require all lenders and brokers of payday, auto title, or other consumer loans to be licensed with the State and to comply with the same standards and consumer protection laws of licensed lenders under Chapter 342 of the Texas Finance Code
 - Creating a statewide system to collect consumer loan data from lenders and brokers of consumer loans to ensure that these operations engage in fiscally sound lending that supports the well-being of our communities



Areas of Support

- Public Safety
 - Enhance of burglary of a motor vehicle from a misdemeanor to a State jail felony
 - Authorize sobriety check points in Texas
 - Require a DNA sample from all suspects who are arrested for a Class B misdemeanor or higher



Areas of Support

- Water
 - Accelerate the permitting process for development of new water resources in Texas
- Higher Education
 - Continued funding for Texas Research Incentive Program to match private funds given for research, which will help The University of Texas at Dallas on its path to become a major national research university



Areas of Support

- Public Education
 - Ensure and protect adequate funding for school districts to meet the state's increasing education standards, including the provision of sufficient revenue and enable all districts to pay for educational reforms and inflationary costs
 - Return local control to locally elected school boards through sufficient taxing authority to ensure an appropriate balance between the interests of parents, students, professional educators, educators, and the community



Support Others' Legislative Priorities

- Dallas Area Rapid Transit (DART)
- Dallas Community College District (DCCD)*
- Dallas Regional Mobility Coalition (DRMC)*
- North Texas Commission
- North Texas Municipal Water District (NTMWD)
- Plano Independent School District (PISD)*
- Regional Transportation Coalition (RTC) +
- Richardson Chamber of Commerce +
- Richardson Independent School District (RISD)*
- Texas Municipal League +
- UT Dallas*



 * Received + In Draft

Next Steps

- Review proposed agenda format and content
- Provide any feedback
- Adopt Legislative Agenda through Resolution on October 24, 2016

