

## Report to Council

<b>Report Title:</b>	Updated Community Feedback on Settlement Area Brands		
<b>Prepared By:</b>	Christine Brandt, Community Development Coordinator		
<b>Department:</b>	Economic Development		
<b>Date:</b>	August 12, 2025		
<b>Report Number:</b>	ED2025-12	<b>File Number:</b>	C11ED, M08
<b>Attachments:</b>	Round Two Voting Results		

### **Recommendation:**

That the Council of the Municipality of Brockton hereby receives Report Number ED2025-12 – Updated Community Feedback on Settlement Area Brands, prepared by Christine Brandt, Community Development Coordinator, and adopts the logos for Cargill, Chepstow and Elmwood which received the highest number of community votes in the second round of voting, and furthermore that branding guidelines now be developed for each settlement area based on the selected logos.

### **Report:**

#### **Background:**

In early 2025, representatives from the Cargill business community approached municipal staff to discuss creating a sub-brand specific to Cargill. A key driver behind this initiative is the requirement for each settlement area within the Municipality to have a defined community brand and corresponding branding guidelines to qualify for funding through the Spruce the Bruce program.

In response, a Request for Quotations (RFQ) was issued in March 2025 for the development of sub-brands for Cargill, Chepstow, and Elmwood. The process utilized community profiles developed in 2018 through public consultation, identifying key messages unique to each area. These profiles provided the foundation for the sub-brand concepts.

Council endorsed the creation of logos and branding guidelines that reflect each community's distinct identity while maintaining visual consistency with the overarching Brockton brand and existing Walkerton sub-brand.

Initial public engagement was conducted in May, during which two logo options for each community were shared for feedback. Due to close results in two of the three areas, Council requested additional design options that aligned with feedback received, followed by a second round of public voting.

## Analysis:

In the second round of public engagement, 126 residents participated in voting, compared to 350 in the first round. This round asked participants to rank four logo options for each community from most to least preferred.

In addition to the votes, 19 comments were submitted. Several respondents expressed appreciation for the new options, while others suggested revisions, including changes to colours or graphic elements. Of the comments received, seven referred specifically to the Elmwood logos - many supported incorporating a tree in the design but felt the visual should more closely resemble an elm.

Voting results were as follows:

- Cargill
  - Option A: 26.8%
  - Option B: 22.9%
  - **Option C: 29.0%**
  - Option D: 21.3%
  
- Chepstow
  - **Option A: 33.5%**
  - Option B: 17.5%
  - Option C: 26.8%
  - Option D: 22.2%
  
- Elmwood
  - Option A: 22.8%
  - **Option B: 29.7%**
  - Option C: 22.5%
  - Option D: 25.0%



The attached document includes all logos presented during the second round. In Cargill, a new option - closely resembling the original winning design - was chosen. In Chepstow, a clear frontrunner emerged, while the previous round's winner ranked last. In Elmwood, the same logo was selected in both rounds, suggesting that although some residents advocated strongly for the inclusion of an elm tree, there may be different preferences within the community.

Although the voting results remained closely split - similar to the first round - the logos receiving the highest level of support have been identified for each settlement area. Given the declining engagement between rounds and the continued lack of a clear consensus, staff believe that further public consultation would be unlikely to produce a significantly different outcome.

While it is acknowledged that not every resident may be fully satisfied with the final designs, the selected logos reflect the collective feedback and represent the most supported options from the community. Further, ample time for community engagement has been offered through various mediums.

A well-executed community brand plays a meaningful role in communicating a settlement's identity - its history, values, and distinguishing features. When implemented through physical elements such as signage and streetscaping, these visual assets help foster a stronger sense of place, pride, and cohesion.

The next step is to develop comprehensive branding guidelines for each community to ensure consistency in implementation and alignment with the broader Brockton brand.

### **Strategic Action Plan Checklist:**

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

- |   |     |
|---|-----|
| • Recommendations help move the Municipality closer to its Vision                       | Yes |
| • Recommendations contribute to achieving Heritage, Culture, and Community              | Yes |
| • Recommendations contribute to achieving Quality of Life                               | Yes |
| • Recommendations contribute to achieving Land Use Planning and the Natural Environment | N/A |
| • Recommendations contribute to achieving Economic Development                          | Yes |
| • Recommendations contribute to achieving Municipal Governance                          | Yes |

### **Financial Impacts/Source of Funding:**

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

Design costs for the Brockton sub-brands will come from the existing 2025 Economic Development budget.

#### **Reviewed By:**



Trish Serratore, Chief Financial Officer

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#### **Respectfully Submitted by:**



Christine Brandt, Community Development Coordinator

#### **Reviewed By:**



Sonya Watson, Chief Administrative Officer