



BARRIE POLICE SERVICE
committed to our community



November 30, 2016

Dawn McAlpine
Clerk, City of Barrie
Box 400
Barrie, ON L4M 4T5

Dear Ms. McAlpine:

Re: City of Barrie Direction Memo 16-G-225
Barrie Police Services Re-Branding Exercise

At the direction of the Barrie Police Services Board, please find enclosed a Report dated November 10, 2016 in response to the City of Barrie's Direction Memo reference the re-branding exercise undertaken by the Barrie Police Service.

Sincerely,

Kimberley Greenwood
Chief of Police

Kimberley Greenwood
Chief of Police

Bruce Carlson
Deputy Chief of Police

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BARRIE POLICE SERVICES BOARD

To : Barrie Police Services Board

From : Chief Kimberley Greenwood

Date : November 10th, 2016

Subject: Corporate Branding

Motion 16-G-225

On the 17th of October 2016, Barrie City General Committee met and recommended the adoption of the following recommendation:

Request to Barrie Police Services Board Regarding Re-Branding Exercise

1. That the Barrie Police Services Board be requested to provide City Council with a memorandum outlining the background, benefits and costs associated with the re-branding exercise that has been undertaken. (Item for discussion 8.1, October 17, 2016) (File:M09)

Background

The corporate branding initiative was explored in September of 2014 in order to establish a stronger and more credible Service brand within our organization and our community. The Senior Management Team felt that a consistent approach to our corporate image would establish a new visual persona that could better reflect our professionalism, define our vision and provide guidelines for the consistent use of our corporate logo. This initiative was part of

the 2014-2016 Strategic Business Plan and mirrors the goals and objectives by “Delivering Quality Service” and “Promoting Organizational Sustainability.”

Overview

After conducting some research on this initiative it was found that the Barrie Police Service wasn't following the best practice established by industry standards for consistency in branding and additionally wasn't protecting their own logos from potential indiscriminate use by other individuals or organizations. As a result of the study, the Corporate Branding initiative was adopted and further decisions were made surrounding the specific colour palette, sizing and spacing requirements and the placement of our logos on documents and other items that displayed the Barrie Police Service logo. The Bateman Design Group came highly recommended by the City of Barrie and was tasked with creating the new Corporate Brochures, Information leaflets, posters, business cards, email signatures and letterhead.

The revitalization of our visual and corporate identity touches every facet of police work and compliments our Mission, Vision and Values which in turn is a direct reflection on our leadership and professionalism coupled with our commitment to our community. Everything from our shoulder flashes, our PowerPoint presentations to our internal and external communications has the same consistent and professional approach. Rebranding increases our community trust, loyalty to the organization and promotes recruitment and retention.

Specific to our vehicle rebranding in January of 2016 an internal survey was prepared in consultation with the Bateman Design Group. The survey illustrated three graphical options of police vehicles that complimented our branding initiative. 66% of the respondents canvassed during the internal survey agreed on a similar proposed prototype depicted on the following page.

In consultation with the Ministry of Community Safety and Correctional Services , it was determined that the Ministry specific guidelines for marked general patrol vehicles are advisory in nature and that as per the adequacy, regulations and legislative requirements, the Barrie Police Service is compliant.

The vehicle design was presented to Barrie Police Service Board members on February 25th, 2016. The official release of our new police vehicle graphics were presented to the community via a media presentation during Police Week in May of 2016 and it was very well received at that time. Social media feedback about the police vehicle was overwhelmingly positive on platforms including Twitter, Facebook and Instagram. Over Police Week and continuing into the summer and fall months, the Barrie Police Service has been receiving ongoing compliments on the bold new look of our police vehicles.



Financial Impact

The current deployment of the marked vehicles is being changed through attrition in order to minimize the cost. There is no additional cost or financial impact to the Service by ordering blue vehicles instead of white vehicles. The graphics package added to the vehicle has a minimal increase in cost. This additional cost is in part attributable to inflation, out-sourcing the installation and the cost of the decals themselves. On January 11th 2016, Council passed the Barrie Police Services Budget which included the Capital Budget encompassing the purchase of Barrie Police fleet vehicles.

Recommendation

That the Barrie Police Service Board receives this report as information and that it is forwarded on to Barrie City General Council as per City Council motion 16-G-225.

Prepared By

Sergeant Robert Gravel – Research and Planning Unit