



CITY OF MAPLE RIDGE
NEWS RELEASE

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For further information, contact:
Pardeep Purewal at 604-466-4319
ppurewal@mapleridge.ca

Help Shape the City's Brand Story

Maple Ridge, BC: The City of Maple Ridge invites the community to help shape the themes that will help define the City's new brand and story.

Maple Ridge continues to be one of the fastest growing cities in BC, and is committed to creating a vibrant, sustainable, connected and prosperous community that is a regional leader in innovation.

To support this vision, the City is working on a brand strategy and visual identity update to proactively tell Maple Ridge's story and share the community's vision for the future. The new brand will further help build citizen engagement and market Maple Ridge for tourism and economic development as the City gears up to host the 2024 BC Summer Games and the 150 year anniversary of the City's incorporation.

What is a Brand?

A brand is more than just a logo or tagline; it represents people's perceptions and feelings towards a community. Maple Ridge's new brand will evoke a modern and positive image that aligns with the City's values and aspirations.

Developing Our Brand Strategy

The City is working with an agency to develop its brand strategy. As part of this work, an extensive review of public input has been undertaken from various City strategies over the years as well as from the Fall 2022 Citizens Satisfaction Survey to understand where we are today and the broad perceptions of the community. In addition, the City held several focus groups to get feedback from citizens, business and community leaders, and from City staff. What emerged from these sessions,

and the review of the data, is some general themes about what people see as the unique aspects of Maple Ridge.

Share Your Feedback

As the work moves forward to refine our brand and story, the City has launched a survey on the Engage Maple Ridge platform to gather feedback on the broad themes that have emerged. This feedback is important in making sure that the City's brand story is authentic and resonates with residents.

It is important to recognize that this work is aspirational. Residents are being asked to rank and share their thoughts on the three themes and identify if any attributes are missing:

- A Growing and Thriving Community
- A Place to Build Your Home and Dreams
- Surrounded by Nature

How to Participate

The Engage Maple Ridge Survey is open until June 15, and the results will be compiled and shared with the consultant and Council as the brand strategy and assets are developed in the coming months.

This work is one of the initiatives being undertaken to improve the City's communications and community engagement.

Go to engage.mapleridge.ca/citystory or look for links on the City website and social media channels to participate in this discussion.