



**DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES**

*Economic Development Division*

**m e m o r a n d u m**

**TO:** Laurel Lunt Prussing, Mayor

**FROM:** Elizabeth H. Tyler, FAICP, Director, Community Development Services

**DATE:** August 20, 2009

**SUBJECT:** City of Urbana Marketing Effort/ Website Update

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**Introduction and Background**

In May 2007, City staff presented a memorandum detailing a summary of the City’s current and possible future efforts related to marketing, promotional pieces, media relations, and business coordination (copy attached). Based on information presented in that memorandum, City Council tasked staff with issuing a Request for Proposals (RFP) asking for assistance with updating the City’s marketing and imaging efforts. A separate, but related, effort was also undertaken at that time in response to Council Goals to update and improve the City’s website.

The RFP for marketing assistance was issued in November, 2007. There were eight respondents to the RFP, whose submissions were reviewed in early 2008 by a Marketing RFP Review Committee composed of a member of City Council, staff from several departments, and the Executive Director of the Urbana Business Association. The finalist, Champaign, IL-based Royse Wagner, was selected in May, 2008. Since that time, a Steering Committee (consisting of Mayor Prussing, Councilmember Roberts, and Economic Development staff) has been working closely with staff from Royse Wagner to update the look and feel of the City’s marketing materials, as well as to update its internal and external communications strategies.

Royse Wagner was also selected as the City’s consultant for the website update, under a separate contract being administered by the Information Services Division. Councilmembers Smyth and Bowersox have participated in the selection of a platform program for this effort.

**Discussion**

The scope of services for the marketing and imaging project was divided into three phases. Phase One was Background/Analysis, Phase Two was Setting Direction, and Phase Three was Creative Development and Materials Production.

## **Phase One: Background/Analysis**

These activities focused on establishing the working relationship between Royse Wagner and the City of Urbana, and on Royse Wagner collecting the necessary facts, input, and information upon which to base recommendations. This process included reviewing all City marketing and communications materials and interviewing key City elected officials and staff in order to gain a deeper understanding of public and internal perceptions of the City of Urbana. The interviews were conducted in September 2008 and helped the consultant to form a marketing strategy and branding recommendations for the City.

## **Phase Two: Setting Direction**

These activities focused on analysis of Phase One activities and the development of recommended goals, objectives, positioning strategy, target markets, and messaging to frame a proposed communications strategy, content, and graphic look and feel. The steering committee met with Royse Wagner in October 2008, following the review of the City's materials and the results from the staff and stakeholder interviews. Due to the diverse design nature of the City's materials, it was decided that a more cohesive look and feel to the City's marketing materials would be desirable, as a more consistent approach to messaging and appearance would be more recognizably "Urbana". Following the information gathering effort, Royse Wagner produced a report detailing the materials review, the interview results, a summary of the City's marketing goals and objectives, and a written brand platform for the City of Urbana. A copy of this final report is attached for Council review.

## **Phase Three: Creative Development and Materials Production**

This phase involves the presentation of two to three graphic treatments based on the framework and groundwork laid in the previous two phases. Work began on graphic treatments in January 2009, and the steering committee met with Royse Wagner several times through the ensuing months regarding these graphic treatments, including potential designs for brochures, folders, and other marketing materials. As part of this review effort, the steering committee considered possible modifications to the City's current leaf logo, but ultimately decided not to pursue an update to the logo due to the equity and strong positive associations attached to the logo. While keeping the current logo treatment, Royse Wagner's graphic artist has developed consistent ways to use the logo on the various marketing materials to be used by the City.

The consultants are currently completing Phase Three and will present draft materials at the City Council meeting on August 24, 2009. Based upon future direction from City Council and staff, the consultants are prepared to provide additional updated materials to the City on an as-requested basis.

## **Website Update**

As previously mentioned, Royse Wagner's work on updating and redesigning the City's website has been concurrent with the marketing and imaging project through all its phases. Because the

projects are closely tied together, the website work will continue alongside the marketing project until both projects are completed.

## **Fiscal Impact**

The marketing consultant has completed their proposed scope of services for the marketing effort, which was contracted and previously budgeted in FY 2008-2009. Preparation and publication of additional updated marketing materials has been budgeted as a part of the Marketing line items in the Tax Increment Finance Districts One and Two annual budget.

Work on the website update has also been previously budgeted and is ongoing.

## **Recommendation**

Staff recommends that City Council review the marketing report prepared by Royse Wagner along with the sample graphic materials to be presented at the meeting and provide further direction to staff regarding future updates of selected materials. Feedback regarding the website update materials to be presented is also welcome

Prepared by:

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Lisa Bralts, Economic Development Specialist/  
Market at the Square Director

Attachments:

1. Previous staff memorandum, dated May 10, 2007
2. Branding/Marketing Analysis & Recommendations Report, August 2009
3. Royse Wagner Powerpoint presentation
4. City of Urbana website graphic identity
5. City of Urbana website development and design timetable



**DEPARTMENT OF**

**COMMUNITY DEVELOPMENT  
SERVICES**

*Economic Development Division*

**m e m o r a n d u m**

**TO:** Mayor Laurel Prussing  
**FROM:** Elizabeth H. Tyler, AICP, Director  
**DATE:** May 10, 2007  
**SUBJECT:** Marketing Urbana

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**Description**

Based on discussions with the Mayor and City Council, staff has been asked to review the City's existing marketing efforts and to provide new ideas and concepts to incorporate into those efforts. The purpose of this memorandum is to suggest a range of marketing options for the City and to discuss how these relate to past and current efforts.

**Issues and Discussion**

Urbana is not unique in that it is sometimes subject to negative and/or inaccurate public information. In order to better inform public perception it is helpful to actively promote the positive image of the City and to keep citizens informed of the many beneficial policies and programs offered by the City. City Council has tasked staff with developing ways to disseminate positive news, stories, and information about the City. The Mayor and staff have met several times to discuss practical ways to accomplish this. Staff has also conferred with the Marketing Committee of the Urbana Business Association for their input. Below is a list of marketing ideas and how they relate to past, current, and possibly future efforts.

**Marketing Efforts**

1. Determine what Urbana is valued for and succeeds at. Other than being the home of the University of Illinois, what is the identity of the community: Tree City, parks, neighborhoods, medical, Lincoln related history, etc.? Conduct a marketing/City image survey to determine how members of the public perceive of the City of Urbana. Based on overall perceptions, determine where resources can best be used.
2. While there may be some overlap in economic development related marketing versus the marketing efforts for the City as a whole, these efforts will largely have two different target markets. An effort should be made to maximize limited marketing dollars to reach the intended audience for all of Urbana's marketing efforts. While we have well developed materials about

our economic development programs, polished materials regarding the City as a whole are lacking. Staff will be sharing examples of these materials to obtain specific feedback.

3. Continue to coordinate marketing efforts with the UBA manager and the UBA marketing committee in order to maximize effectiveness, take advantage of local experts in the field, and avoid duplication of efforts.
4. Increase the City's presence at local and regional shows and events. Include a professionally produced booth, promotional items, and marketing materials. The City has recently increased attendance at shows and events, and is budgeting for increased participation and exhibition at these events in the future.
5. Have a University of Illinois and/or a Parkland College marketing class draft ideas for promoting Urbana as a class project. The City should take advantage of local talent in providing imaging and marketing ideas.

### **Promotional Pieces**

6. Develop a single brochure that promotes the positive aspects and services provided by all departments of the City. The City has a number of existing pieces, but few address the City as a whole and materials can be updated and improved in appearance and consistency of format.
7. Create a quarterly promotional city newsletter (similar to the previous StreetTalk or Eye on Urbana). Costs could be minimized by utilizing an electronic newsletter. Currently, we use Block Grant funds to publish Neighborhood News, but this is limited to our Target Area.
8. Consider investing in a branding effort and media campaign that might include:
  - a. Effort to formulate an appropriate "tag line" that is used consistently in marketing materials and communications.
  - b. Professionally produced marketing materials with a consistent theme.

These efforts could take advantage of student talent available through the University of Illinois and Parkland College and/or the many progressive and creative marketing firms that are located in the community.

### **Media**

9. Send regular monthly "positive news" press releases (multi-topic). These press releases can include current events as well as feature different themes, departments, and divisions. These have been done periodically in the past.
10. Have a monthly show on UPTV about "positive news" in Urbana (multi-topic). An idea for a theme could be "Did You Know?" For example, "Did you know that Community Development issued 110 building permits for new single family homes in 2006?" Or, "Did you know that Public Works filled 67 potholes after the winter season?" Or, "Did you know that Community

Development has incentive programs for businesses?" The program could feature the staff related to the topic in an interview session.

11. Have UBA forward the "positive news" items and news releases to their members and contacts. The text could consistently follow the theme from the UPTV show, for example "Did You Know?"
12. Consider a simpler, more user-friendly, and visually appealing website design. Changes to the website are currently in the works and will be presented to Council on May 14<sup>th</sup>.

### **Business Coordination**

13. Continue meeting with the local residential realtor groups in coordination with existing UBA efforts. Highlight the benefits and amenities available in Urbana. Also, include realtors in our retention visit schedule. Recent events with Realtors include the very well attended Realtor's Bus Tour. The Home Parade is held in the Summer and the annual Realtor's Breakfast is held in the Fall. Following up on these contacts is a way to maintain positive interactions with the real estate community.
14. Continue to coordinate ground breaking and ribbon cutting events with UBA and the Chamber of Commerce. Also, continue producing and distributing the ribbon cutting/development flyer. This flyer has recently been updated for the numerous events held to date in 2007 (copy attached).
15. Work with local hotels, specifically front desk staff, as a first point of contact with visitors to our community. Provide them with appropriate brochures/flyers about Urbana for their display racks. The City currently provides Citywide and Downtown maps to hotels, but additional City materials can be produced for distribution.
16. An effort should be made to have a larger presence on the University of Illinois campus for "move-in" to help inform residents that are new to the area. Representatives of the City of Urbana could distribute maps and information on Urbana restaurants, supermarkets, home improvement stores, City services, important phone numbers, etc. This is done in many University communities and helps to promote good relations between student residents and other residents. The City does provide a "Welcome to Urbana" brochure to returning students off-campus, but this focus is primarily on neighborhood issues.

### **Fiscal Impact**

The proposed marketing ideas will have varying levels of fiscal impact. Some efforts, such as development of press releases and distribution of positive news, will have a minimal budgetary impact in that they primarily affect the use of staff time. Other efforts, such as increased attendance and exhibition at shows and events or a branding effort/media campaign, could potentially have a larger budgetary impact with consulting services and professionally produced marketing materials. As it is determined which marketing efforts are appropriate for the City of Urbana, more research will be done to determine a more accurate cost estimate for each initiative. It should be noted, however, that the City's budget already includes available funds for marketing efforts. The 2007-2008 budget includes

increased expenditures for trade show attendance and economic development conferences. Existing marketing line items within the TIF budgets can also be used to develop materials to promote Urbana.

## **Request**

Provide staff with feedback and direction regarding marketing efforts and identify any additional efforts that may be desired.

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Tom Carrino, Economic Development Manager

Attached: Ribbon Cutting Flyer

# URBANA CELEBRATES NEW AND EXPANDING BUSINESSES IN 2006 AND 2007



Star Uniforms renovated an existing building at 400 N. Broadway.



Health Alliance recently celebrated its first year at Lincoln Square Village.



Speedway opened its new location at 2011 N. Lincoln.



Piato offers breakfast and lunch at the food court in Lincoln Square Village.



Amber Glen is a new Alzheimer's Special Care Center located at 1704 E. Amber Lane.



Budget Rental opened its new location at 902 W. University.





Manolo's offers pizza and empanadas at 1115 W. Oregon.



Bella Home is a new home furnishings and clothing store located at 110 W. Main.



Ethnic Xpressions is located in the Five Points Commerce Center at the northeast corner of Cunningham and University.



Carpet Advantage opened its new location at 213 S. Industrial in the East Urbana Industrial Park.



Heartland Gallery, located at 112 W. Main, is the first business to use the City of Urbana's new Gallery District Incentive Program.



A Kut Above is located in the Five Points Commerce Center at the northeast corner of Cunningham and University.



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 Urbana, IL 61801  
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ROYSE WAGNER INC

BRANDING / MARKETING ANALYSIS  
AND RECOMMENDATIONS FOR

# THE CITY OF URBANA ILLINOIS

FROM  
ROYSE WAGNER, INC.  
AUGUST 20, 2009



**ROYSE WAGNER INC**

August 20, 2009  
Marketing Steering Committee  
City of Urbana  
400 South Vine Street  
Urbana, IL 61801

Dear Steering Committee Members:

Attached is the final report for the Marketing Analysis and Recommendations for the City of Urbana.

We are excited about the progress and decisions made toward creating a unified and compelling image and identity program for Urbana. We believe the brand platform and the graphic identity package positively and realistically portray the vitality and character that differentiates Urbana from other cities of its size. The recommended structures, guidelines, templates and tools will provide the highly decentralized group of people who develop communications and materials for the City the resources they need to fully implement and maintain the new identity package.

As we move forward with the development of new/revised materials, along with the implementation of the new Urbana website, the real value of the work involved in coming to this point will be evident. Urbana has a lot to offer its targeted audiences. We are confident that the new identity package will help you build a much stronger and more attractive image of Urbana and its many great qualities—for all your audiences.

Thanks to each of you for your contributions to our discussions to date. We look forward to working closely with you to implement the recommendations and the planned identity program.

Sincerely,

Edra J. Scofield  
Client Development Director  
escofield@roysewagner.com 217-355-9533 X23

**STEERING COMMITTEE MEMBERS:**

Laurel Lunt Prussing, Mayor  
Dennis Roberts, City Council Member  
Libby Tyler, Community Development Director/City Planner  
Tom Carrino, Economic Development Manager  
Lisa Bralts, Economic Development Specialist/Market Director

## **BRANDING/MARKETING ANALYSIS AND RECOMMENDATIONS FOR THE CITY OF URBANA, ILLINOIS**

<b>INTRODUCTION:</b>	
Rationale for Building the Urbana Brand Identity .....	2
<b>I. GETTING STARTED:</b>	
Background and Analysis .....	3
Evaluation Inputs	
Observations	
<b>II. SETTING THE DIRECTION FOR THE URBANA BRAND IDENTITY.....</b>	<b>5</b>
Recommendations:	
1 Adopt an overall Urbana brand platform to guide the messaging for future communications and marketing materials.	
2 Develop an Urbana “brand” look and feel (graphics and images) that convey its unique personality (positioning) relative to other cities.	
3 Implement the branding strategy as materials are created or revised.	
<b>III. SYSTEMS FOR SUSTAINING THE BRAND BUILDING EFFORT.....</b>	<b>8</b>
Recommendations	
1 Develop an electronic standards manual, message guidelines and templates to ensure consistency of materials developed across the departments (as new and revised materials are developed.)	
2 Explore the addition of a communications specialist position to the City staff.	
3 Establish a Marketing/Media Relations Committee to facilitate flow and consistency of positive information.	
<b>IV. CREATIVE DEVELOPMENT.....</b>	<b>11</b>
Graphic Identity	
<b>APPENDIX a:</b>	
Materials Review.....	13

## RATIONALE FOR BUILDING THE URBANA BRAND IDENTITY

Economic growth is essential to the vitality of any city. Cities thrive when they can sustain economic growth sufficient to maintain/expand the vital infrastructure and services necessary to continue to attract and retain residents, businesses, workers and visitors. Because cities compete locally, regionally and nationally to attract targeted audiences, it has become increasingly important for them to strategically differentiate, position and market themselves as an appealing choice relative to other cities.

The City of Urbana has been very successful recently in attracting positive results and attention for its community and economic development activities including those for Route 45 and Cunningham Avenue, Southeast Urbana, the historic downtown and Lincoln Square areas, and for its Build Urbana program that has increased new home construction and purchases in Urbana, among them. The goal is to build on those successes and continue to raise awareness of and interest in opportunities in Urbana.

Clearly, Urbana's value proposition must be substantively rooted in meeting the needs and expectations of its targeted audiences: the features, services and infrastructure that benefit target audiences; creatively tailored incentive packages to attract desired segments; the accessibility and service orientation of staff and efficiency of operations. Ultimately, however, what differentiates Urbana are those things that cannot be replicated by other cities—the unique combination of attributes and characteristics that form Urbana's "personality" and shape the experience of those who visit, work, live or do business in Urbana.

The City of Urbana has retained Royse Wagner to partner with the City's Economic Development Division to develop a strong Urbana "brand" identity that differentiates it, and will, over time, translate into an asset that gives it *sustainable competitive advantage*.

Accomplishing the ultimate goal involves four steps:

- **Background and analysis to determine where you are.** We have evaluated the effectiveness of the Urbana image and identity currently being projected based on stakeholder interviews, documents review and existing materials review.
- **Direction setting to map the best route to meet your end goals.** The background and analysis served as the basis of Royse Wagner's recommendations for Urbana's unique value proposition and brand platform to guide development of a more differentiating, stronger and more consistent brand identity in future communications and materials.
- **Systems that ensure the adopted branding strategy will be sustained into the future.** Regardless of the size of an organization, successful branding strategies require oversight and management of the elements of the branding package—messages, images, visuals.
- **Creative concepts that are both cost-effective and cohesive expressions of the brand platform.** In keeping with the agreed upon branding framework, Royse Wagner prepared creative options that convey Urbana's personality and points of differentiation. In addition, when the branding and creative treatments are adopted, we will prepare standards for logo use, departmental names and treatments, color schemes and other elements that will help your departments maintain consistency within and across departments.

## I. GETTING STARTED: BACKGROUND AND ANALYSIS

### EVALUATION INPUTS

After initial discussions with Community/Economic Development leadership, Royse Wagner team members began the background research necessary to understand Urbana's goals and vision for the future. We conducted interviews with key internal stakeholders, including two city council members, the mayor, department heads, selected division heads, and other staff selected by their department heads based on their roles. Internal interviews focused on hearing internal views on Urbana's strengths, weaknesses, opportunities and threats, as well as their assessments of current marketing/communications materials, including the Urbana website. We also talked with selected external stakeholders, including developers and business owners about their experience with working with the City, and their views on Urbana's strengths and weaknesses. All interviewees were asked what is special and unique about Urbana.

We reviewed a wide variety of print informational, educational and marketing materials from the departments to assess the current image and identity of Urbana being projected to the various audiences. The materials review is included in Appendix A.

### THE URBANA BRAND IDENTITY – OBSERVATIONS

The City of Urbana, like all cities, has a brand identity. More than a logo, tagline and promotional message, a city's identity is based on the sum of accumulated perceptions audiences associate with it. Perceptions can be based on direct or indirect information and experience. They can be factual or fictional. They can be positive or negative. But, perceptions do become reality over time and they tend to persist. Most importantly, perceptions affect preferences and behavior—so managing the impressions made is an essential business activity that can generate positive results.

There are a number of aspects of any brand identity that cannot be totally controlled, like the impacts of negative news coverage or negative word-of-mouth rumors, stories and anecdotes about experiences. However, valuable brands are built through disciplined attention to product and service quality, as well as to the messaging and graphic look of materials and communications. Every communication is an opportunity to build upon the messages that convey the strength of the brand.

Overall, based on discussions with stakeholders as well as the materials and documents review, we have several observations about Urbana's identity:

- Internal and external stakeholders agree that Urbana has a unique identity—particularly when compared to Champaign. Champaign tends to be perceived as being more businesslike and driven by firm policy and standards, while Urbana tends to be perceived as more open to individual expression and more likely to take the lead in developing new approaches to public concerns.
- Stakeholders generally agree on the array of attributes that make Urbana unique and appealing as a place to visit, live and do business. Excellent Quality of life for residents is generally thought to be a driving force for decision making in Urbana, and a differentiating quality for the City. Several recurring themes were apparent in interviews and also reflected in City documents and materials that make people want to live, visit and do business in Urbana:



- Unique character
  - Cultural diversity
  - Unique mosaic of neighborhoods
  - Unique blend of housing options and affordability
  - Quality schools
  - Walk-ability/Bike-ability
  - Small town feel, big town amenities
  - Economic development successes (Southeast Urbana, Five points, Rt. 130)
  - Tree-lined streets, Tree City designation
  - Beautiful & ample parks
  - Long history of green initiatives
  - Historic downtown revitalization
  - County seat
  - Home of University of Illinois
  - Balanced growth
    - Preservation/revitalization/new construction
    - Community heritage
    - Sustainability
    - Infrastructure
  - Accessibility for all
  - Market at the Square
  - The arts
- Urbana promotional materials reflect no overall unique, unified and consistent message about Urbana's identity, although many of the important Urbana attributes are sprinkled among them.
  - There is no overall unifying look and feel to materials (important because an identity is built in pieces and each piece needs to clearly build upon the others to enhance the total impression).
  - Today, websites are 24/7 windows on an entity and can be valuable marketing tools, particularly in instances when companies or individuals use the web as a means of narrowing a number of choices to a few. The current website does not present the appealing, vital picture of Urbana necessary to making it stand out among other cities. Outdated and/or incomplete information is also an issue. The work currently being done on the site will help to remedy that.
  - City communications are highly de-centralized in the departments and there is no marketing/communications specialist on staff. In order to build and maintain the brand identity, measures need to be put in place to overcome current issues:
    - Due to time constraints, opportunities to capture and disseminate positive announcements and information are sometimes missed.
    - Also, there is no dedicated communications staff member to maintain a unified/consistent identity and branding standards across all Urbana departments.

Our goal is to use the information from these interviews and observations to develop branded communications that will work to Urbana's advantage in positioning the City positively in the minds of its key target audiences.

## II. SETTING THE DIRECTION FOR THE URBANA BRAND IDENTITY

Based on our analysis and observations, we recommend developing the marketing messages, graphics and images that will reflect Urbana's character, personality and positive characteristics relevant to its target audiences through the following:

- 1 Adopt an overall Urbana **brand platform** to guide the messaging for future communications and marketing materials.
- 2 Based on the platform, develop an Urbana **"brand" look and feel (graphics and images)** that conveys its unique personality (positioning) relative to other cities.
- 3 Beginning with new materials for the Economic Development Division and the new website, **implement the branding strategy as materials are created or revised.**
- 4 Develop **systems and standards to sustain the effort**, and provide tools and resources to help departments contribute to the branding effort.

### THE URBANA BRAND PLATFORM

The purpose of a brand platform is to identify the features and attributes that make Urbana unique relative to other cities. Those features and attributes selected as most important to positioning and differentiating Urbana in the minds of its target audiences serve as the basis of Urbana's brand message.

As is the case in all cities, the primary mission of Urbana's staff, as stated in the Staff Mission and Principles statement from the FY08-09 Budget, is to effectively deliver municipal services to its citizens. Staff focus is on fulfilling essential public needs; protecting current and future public health, safety and welfare; and delivering well-planned and cost-effective programs/services that enhance the quality of life for residents. However, the guiding principles and their descriptions more specifically define the way Urbana staff goes about accomplishing the mission.

Effective brand messages are believable because they reflect reality. The stated principles that guide staff in meeting the City mission are highly congruent with Urbana's Comprehensive Plan, vision statement and cornerstone goals. Together, the statements embody the combination of attributes and features that differentiate Urbana's position relative to other cities. The areas of focus outlined in these two documents serves as the basis of the brand platform.

### THE URBANA VISION

Urbana is a diverse, progressive community comprising a mosaic of unique neighborhoods. It benefits from exceptional housing opportunities, schools, parks and businesses and from being the seat of government for Champaign County. Urbana's values are personified by its cultural diversity, small-town feel, tree-lined streets. Urbana will promote healthy, balanced growth while preserving its community heritage. Appropriately designed infill development will be encouraged to help revitalize the built urban environment, while new growth areas will be developed in a contiguous, compact and sustainable manner.



**THE CORNERSTONE GOALS:**

Quality of Life, Sensible Growth, Services & Infrastructure, Mobility

While its cornerstone goals are not unique to the City of Urbana, the specific choices and blend of projects, services, programs and policies chosen to meet those goals begin to define Urbana's unique identity.

**THE BRAND PLATFORM STATEMENT**

Urbana's identity is challenging to summarize for some people because its core values can seem an eclectic mix of sometimes opposing tenets. Progress and innovation must blend with heritage and history. Newness is embraced, but it should coexist with and enhance the old. Trees, parks, bike paths and safe walking conditions are vital assets to all neighborhoods—and business districts. Mobility and accessibility are broadly defined and highly valued. Urbana was green before it was cool—sustainability continues to guide decision making.

**Urbana's value proposition:** Urbana champions the harmonious blend of diversity—of thought, neighborhoods, capabilities, race, ethnicity, socioeconomic groupings, etc.

**Words associated with Urbana's personality:** Eclectic, unique, green, diverse, responsible, responsive, unconventional, progressive, balanced, lively, historic, organic growth, sustainability, environmentally aware.

**CITY OF URBANA PRIMARY TARGET AUDIENCES**

Based on our discussions and interviews, Royse Wagner developed the following chart outlining Urbana’s primary target audiences, their most basic needs/wants from the City, and the global marketing goals Urbana’s operations, services and communications should aim to fulfill.

Target audience	Needs/wants	Marketing goals	Marketing Message
<b>Current &amp; prospective residents</b>	Range of services & infrastructure, quality of life, solid housing opportunities	Maintain or increase pride and satisfaction of living in Urbana Shop, dine and use Urbana services	Urbana offers high quality of life, a full range of housing options and reasonable costs. <b>Niche lifestyle targets:</b> <ul style="list-style-type: none"> <li>• Arts Enthusiasts</li> <li>• History buffs</li> <li>• Preservationists</li> <li>• Healthy lifestyle seekers</li> <li>• Environmentally conscious</li> <li>• Intellectuals</li> </ul>
<b>Urbana workers who live elsewhere</b>	Convenience, easy travel, affordability/value & parking	Shop, dine and use Urbana services	Urbana offers convenient options for shopping, dining and services you need during your work day and commute time.
<b>Developers, builders, realtors</b>	Economically advantageous deals and easy access to support services in Urbana	Build, bring business and steer new residents to Urbana	Urbana offers your clients high quality of life, a full range of housing options and reasonable costs. Urbana works collaboratively with developers to achieve mutually beneficial business relationships that produce value for our community.
<b>Current &amp; prospective Urbana business &amp; industry</b>	Economically advantageous business location	Expand or locate business in Urbana Maintain or increase satisfaction of doing business in Urbana	Urbana works collaboratively to build mutually beneficial incentives and packages that expand or bring new business to Urbana.
<b>Collaborative partners</b> (Champaign, Savoy, Rantoul, Champaign County, UBA, CCCC, CCEDC, University)	Mutually beneficial relationships and solutions	Develop mutually beneficial relationships and solutions that include Urbana Expand economic development activity	Urbana works collaboratively to build mutually beneficial incentives and packages that expand or bring new business to Urbana and Champaign County.
<b>City of Urbana employees</b>	Job security and satisfaction	Deliver unified, consistent Urbana message Serve as enthusiastic ambassadors for Urbana	As an employer, Urbana embraces diversity and trusts and empowers its employees. As a city, Urbana seeks to provide the highest possible quality of life for its residents and businesses.

As communications/materials are developed for each targeted audience, the marketing goals and messages should be implicitly or explicitly included. These messages address the basic needs of the targeted groups and are highly congruent with Urbana's stated goals for its operations. By consistently speaking to these needs over time, the positive values that guide Urbana's decisions become a more visible part of the perceived Urbana brand identity.

### III. SYSTEMS FOR SUSTAINING THE BRAND BUILDING EFFORT

The value of the branding strategy is its ability to shape the perceptions of various target audiences and to build positive equity in those perceptions of Urbana. Successfully doing that will depend on sustaining the branding effort over time.

The brand platform boils down those attributes of Urbana that differentiate it from Champaign, St. Joseph, Rantoul and all other cities. But, it will be the selection and communication of attributes and the consistency, congruence and cohesiveness of the look and messaging that will affect positive changes

Currently, Urbana's communications to external audiences are highly de-centralized, originating from the departments. There are many advantages to this approach, including empowerment and professional development of department and division heads and expedience in dealing with issues. However, de-centralized communications accounts for the lack of consistency across your existing communications, and poses challenges to the efforts to fully incorporate the branding strategy into the everyday work routines across departments.

#### RECOMMENDATIONS

We recommend three things to help the City of Urbana implement and maintain its branded identity:

- 1 Develop an electronic ***standards manual, message guidelines and templates to ensure consistency*** of materials developed across the departments (as new and revised materials are developed.)
- 2 Explore the addition of a ***communications specialist position to the City staff.***
- 3 Establish a ***Marketing/Media Relations Committee*** to facilitate flow and consistency of positive information.

We believe these three recommendations will help move all the departments in the same direction so that all Urbana communications will begin to tell consistent and congruent pieces of the Urbana story.

**Standards, Guidelines and Templates.** We fully recognize that every department is busy and wants to get work done in the most efficient way possible. Therefore, our goal is to develop easy-to-use and easily-accessible tools they need to implement the branded Urbana identity.

An electronic *Standards Manual* can be available to everyone within your internal shared folder system. It will serve as the “best practices” of how to maintain the brand identity and consistency. It will give specific guidelines for a number of things like:

- Logo placement, size, acceptable colors, font choices, etc.
- Standardized approaches to departmental listings, titles, etc. so that all .. departments appear in the same formats in print
- Specialized treatments for outlying programs such as the Market, Civic Center, U-Cycle, UPTV and others
- Using the City of Urbana logo in conjunction with other logos—co-branded programs or co-sponsored programs, for example
- Clean files of the logo in various sizes and file types (to ensure quality reproduction)

Again, the goal is to have readily-accessible tools and information so that it is easy for departments and divisions to comply with the standards and contribute to the overall effort and results.

In addition to the Standards Manual, we will also place templates for various standard sizes of documents like brochures and news releases into which users can insert their information and have a ready made branded document. They will not have to read the standards—the standards will be built into the templates. And, within the templates, there will be room for individuals to make the document work for them.

We also recommend that a folder of high-quality images be included for general use so that everyone who is developing materials will have access to images that show the character and personality of Urbana.

**Communications Specialist.** We recommend that Urbana seriously consider adding a part- or full-time communications specialist position to your staff. There are two major reasons that we believe this is important:

- To encourage all departments to pass along information about positive things happening in their departments/divisions—a writing resource
- To ensure that the branding platform messages are conveyed consistently and persuasively in all news releases and as many other externally-distributed documents as possible—a branding message manager

Again, our goal is to build the brand identity and to ensure a constant flow of timely and positive messages about the City are widely disseminated. Having a solid writer who is dedicated to doing that will help immensely in helping you to reach your goals.

**Marketing Committee.** The primary purposes of the committee are to build cross-departmental understanding and support of the branding goals, and also to facilitate development and dissemination of positive announcements/information by all City departments, as well as to coordinate/oversee the branding effort across City departments and divisions.

Brands have to be built over time. Consistency of the messages, graphic identity and quality is the most efficient way of doing that. Consistency requires management and discipline.

We envision this committee being made up of interested representatives from all the departments—and serving as a resource to those who want to spread the word about positive developments in their areas.

Specifically, we recommend that the **Marketing Committee** work in the following way:

- Interested individuals from each department are appointed by their department heads.
- Meetings are held monthly to ensure that important events don't slip through the cracks.
- The Economic Development Specialist/Market at the Square Director should serve as the Chair of the committee. Given the role, ability to work with people, and skills in the marketing arena, this would be a good fit and make the committee likely to be productive.
- The committee's first task would be to become familiar with the goals of the branding effort and the specifics of the platform and tools available to maintain the effort.
- Future agenda items could be things like any new programs coming up, events planned, issues that may need to be managed, timely items that should be posted on the news section of the website, seasonal promotions (yard waste, new students, etc.).
- If a communications specialist is hired, that position would serve on the committee and serve as a resource to the other committee members and their departments.

We believe this committee would be a positive step forward in helping all the departments view the branding effort as a part of their responsibility, and for helping to develop members and their departmental colleagues as better-informed ambassadors for Urbana.

## IV. CREATIVE DEVELOPMENT

The creative strategy for the City of Urbana is to *translate* the brand platform into graphics and visuals that convey Urbana’s unique personality.

There are a number of elements that make up graphic identity. The unique choices, sizes and combinations of logo treatment, font, color palette and images are what define the graphic identity. Consistency in the application of the graphic elements will make Urbana’s graphic identity recognizable over time.

The Roysse Wagner team worked with the Urbana Steering Committee to explore graphic options that convey the personality and vitality of The City of Urbana and that are easily adaptable to all media types and formats.

### THE CITY OF URBANA LOGO

The City of Urbana logo has been in place for nearly 20 years. There is significant equity in and affection for the burr oak leaf imbedded in the stylized “U” mark. Together, the two symbols serve as strong imagery for two of Urbana’s distinctive characteristics: long-standing designation as a Tree City USA, and leadership in green initiatives like recycling, landscape recycling, green building principles, etc.

### THE COLOR PALETTE & IMAGERY

The primary colors in the Urbana graphic palette continue to be the forest green and maroon red from the logo. In addition, a palette of lively complementary colors is included in the overall identity package to enrich the overall feel of your materials.

A collection of quality photographs of the diverse population, architectures, neighborhoods, events, etc. are being developed by members of the Marketing/Media Committee and will be made available for individuals throughout the organization to use in their materials, presentations, web pages, etc.

### TEMPLATES FOR PRINT AND ELECTRONIC MATERIALS

In addition to a standards manual that establishes standardized treatments for the logo, department and division names, addresses, etc., templates for routine print and electronic news releases, letterhead and brochures are being developed to assist all the various departments and divisions develop new and revised materials that fit the adopted new look.

### WEBSITE DESIGN

The new City of Urbana website was developed to engage your external audiences—with the content, ease of use and the graphic design. The architecture, navigation, content choices and design work together to more accurately depict the unique characteristics that make it Urbana. The content management system structure allows content owners in departments to make changes in their content and photos, but the actual design, colors and photo sizes are “locked down” so that they remain intact and consistent with other like pages.

Over time, as existing materials are revised or new materials are developed, all of Urbana's communication vehicles, website and print materials will reflect the image that more accurately reflects the diverse range of attributes that make Urbana appealing to its various publics.

**CONCLUSIONS:**

Urbana is a unique city that offers a good deal of appeal to a wide audience of existing and potential residents, businesses and visitors. The recommendations included in this report are intended to help you more strategically and systematically package and deliver messages to clearly reflect those unique qualities and characteristics that make it Urbana.

Once implemented, consistency of messages and graphic identity can be maintained through ongoing use of the standards, guidelines and tools available to all Urbana staff. By maintaining the strong, professional and differentiated Urbana position and brand identity, the total set of marketing materials will consistently and positively reflect the experience of living, working, visiting and doing business in Urbana.

## APPENDIX A: MATERIALS REVIEW

### General Communications issues:

- No clearinghouse or communications department to facilitate unified look and feel across departments or over time
- No communications department or person to ensure that positive announcements and information is disseminated timely either internally or externally
- No font, logo or design consistency/standards
- No logo placement consistency/standards
- Few up-to-date tools and resources to make developing communications easier for departmental staff.

### Alphabetical Listing of Services and Information

Executive Department—with note from the mayor (5/2/05)

- Tri-fold (8.5X11)
- Green paper/black ink
- Positives: Functional; thorough listing of numbers frequently needed by residents
- Issues: Inside printed upside down; phone numbers not lined up; looks like it was composed on a typewriter; generally, unprofessional appearance

### Emergency Services Quick Reference and Other City Information (June 2006)

City of Urbana—with welcome notes from mayor and police chief, necessary phone numbers

- Tri-fold (8.5X11)
- White coated paper/four-color photos, logos, blue headline; black copy throughout
- Positives: Much more polished than previous version.

### Welcome to a Meeting of the Urbana City Council

City of Urbana

- Tri-fold (8.5X11)
- Ivory bond/four-color photo and blue web address on outside panels. Black ink inside
- Issues: At minimum, City logo could have also been in color; inside information is crowded, headings

### Welcome to Urbana (also available as PDF on web)

City of Urbana with note to new residents from mayor

- Tri-fold (8.5X11)
- White coated paper, four-color photos, logos outside panel; inside color used on head and traffic safety symbol
- Positives: Welcome to students, useful information,
- Issues: Logo placement at top of brochure; content tone not entirely welcoming. May want to re-title “Living in Urbana.”

### Welcome to Urbana

City of Urbana w/map & business/retail listings

- Tri-fold (11X17)
- Gloss paper, four-color
- Positives: Nice use of color, good photos and useful map and retail listings. Easy to read, good color coding on types of businesses
- Issues: logo treatment



**Downtown Public Bicycle Parking Map/Traveling Safely in Urbana**

- Shows location and number of bike parking spaces
- White bond. Red symbols on map for location/#spaces.
- Positives: Functional, clear. Inclusive message that all are welcome to safely visit in downtown Urbana
- Issues: no address, phone, web info on pages. Title should probably be Traveling Safely in *Downtown* Urbana or *Downtown Urbana Welcomes Everyone*

**URBANA ARTS PROGRAM MATERIALS**

**The Arts in Urbana: A guide to venues, resources, & public art**—Includes map of outdoor art and sculpture, along with arts venues

- Tri-fold (11X17)
- Gloss paper, four-color
- Positives: Very nicely done. Good use of color, nice photos, great organization

**ECONOMIC DEVELOPMENT MATERIALS**

**Presentation folder** with 2-color City of Urbana logo

Inserts vary depending on customer

The following brochures have similar graphic look & feel, use color well and clearly communicate focused information:

**Urbana Business Incentive Programs** – good overview of available assistance programs. Helpful, professional tone. Needs to be updated.

**Philo Road Business District: Visitors’ Guide** – good listings/well-organized, clear maps. Good repetition of the Economic Development Division message on a consumer oriented print piece.

**Statistical pages:** Nicely done package of PDFs that can be printed in color and distributed as needed for each specific customer. Information is clearly presented and contact information is consistently presented and thorough.

**City of Urbana, Illinois map** – Color 11X17 on white bond with schools, parks, healthcare, golf courses, etc. Clean, clear, dated. Street name index on back. Developed by Public Works.

**Major Urbana Retail Areas: Traffic count map** – with corridor names, businesses within, color coded traffic count ranges noted. Color on white bond 11X17. Dated. Developed by Community Development.

**Gallery District Incentive Program; Enterprise Zone Program; TIF Redevelopment Incentive Program** explanation and application form packages. Typed documents, clearly explain programs & provisions. Economic Development ownership and contact information clear. Standardized look and logo treatment.

**MARKET AT THE SQUARE MATERIALS** – Co-branded program with unique identity. The Market at the Square has been in existence since 1979 and has established recognition and equity in its identity.

- This year, the graphic treatment for the Market has changed—new font and chickens with Urbana colors of brown and green. The new graphic is on postcards and posters. Web pages and forms still have the previous graphic for the market. Very nicely done.
- Urbana’s homepage features the link to the Market on the Square pages. The web page is attractive with well chosen 4-color photos. The page also features links to a Facebook page, Twitter, Flickr gallery, blog and news (WCIA interview segment). All vendor information and forms are downloadable PDFs. Very contemporary and appropriately targeted.

**GRANTS MANAGEMENT DIVISION**

**City of Urbana (logo) Neighborhood News**— quarterly newsletter sent to households in the Community Development Target area.

Initiatives/Programs:

- **Home Improvement Program**— explanation of program available to income qualified home owners. Explains scope and eligibility requirements for five programs under this umbrella.
  - Tri-fold, white bond, 4-color photos on both sides, all black type throughout.
- **American Dream Down payment Initiative (ADDI)**— sponsored by the Urbana Home Consortium.

Grant Management Division Programs in standard template format: These brochures are clear, concise and look clean. Consistent format across several sets of materials.

- **AssistUrbana**—Down payment & Closing Cost Assistance
- **Home Equity Loan Program (HELP)**— in conjunction with IHDA

**FINANCE DEPARTMENT**— Materials are consistently clear, clean and appealing. However, there is not a consistency among the materials that indicate the subject matter or the department of origin.

**Urbana’s CASHKEY**

- Buckslip in 3-color, Urbana colors. Also as PDF on web site.
- Clear explanation of how the cash key works, where it can be purchased, etc.
- Question? Why does this piece integrate the City of Urbana seal?

**What Could Happen If I Don’t Pay My Parking Tickets?**

- Bi-Fold 8.5X3.75, white bond, 2-color brochure.
- Clear explanation of the progressive consequences of not paying parking tickets in Urbana.

**How, When and Where to Park in Urbana...**

- Booklet, gray with black ink, 9X4.

**U-CYCLE MATERIALS**—Co-branded program with unique identity. U-Cycle has a unique logo and identity and has been in existence for over 20 years.

**Where do I Take it?** (This piece has been revised since this review)

- Recycling and reuse guide booklets, 8.5X5.5, yellow/green cover, white interior pages, stapled. Printed on recycled paper, second version printed with soy-based black ink.
- Positives: Handy, clear source of information for where to take various items to be recycled or reused. Date on cover. Business names, addresses and phone numbers given. Limitations, restrictions and instructions included. The covers of the two versions are consistent with different color covers.
- Issues: The universal recycling symbol or the U-Cycle logo might be better choices for the cover graphic.

**Urbana's U-Cycle Programs: Recycling Benefits**

- Bi-fold 8.5X5.5, 4-color, white gloss.
- Positives: Fun facts and benefits of recycling are clear. Details of the U-Cycle program are detailed on back panel. Phone, website, department info are all clearly given.
- Issues: Program logo (brand) could be more prominent, especially since the program has been around for over 20 years.

**Flyers for specific types of recycling programs**

- 8.5X11 (some half sheets) bond.
- Positives: All neatly produced and clearly written. Consistent use of City of Urbana logo. Materials are dated.
- Issues: The universal recycling symbol and the U-Cycle should consistently be used on these types of materials.

**U-Cycle Activity Coloring Book**

- 8 page (4-11X17 pages), color on two sheets (center and outside front and back covers).
- Positives: U-Cycle logo, program name and phone number are prominent on the cover. Good educational tool for families. Good promotion of program.
- Issues: None

**U-Cycle (logo) Urbana's Recycling Program**—Take away when new customers sign up for collection program.

- 8.5 X11 white cover weight bond, in 3-color.
- Positives: Handy, sturdy document with all the regulations and details of pick up times, dates, etc. Listing of acceptable materials with standard symbols on back of sheet. Unacceptable materials listed and phone number for questions is clearly highlighted.
- Issues: None

**Urbana... "Green" before it was cool.**

- Tri-fold (11X17).
- Gloss paper, four-color.
- Positives: Very nicely done. Good use of color, nice photos, great organization. Makes a compelling case for recycling.
- Issues: Was this the 20th Anniversary piece? I only see the 20th logo on one small piece of your materials, but not on this piece.

**Environmental Management Messages**—Public Works Department, Environmental Management Division brochure

- Tri-fold (8.5X11); Blue bond with black ink, clip art.
- Positives: Nice looking brochure overall. City logo and titles make content clear. Neat, readable and good information for residents. Tone is reasonable with explanations given for regulations, and clear statement of consequences for those who do not comply. Phone numbers for various complaints and the process for evaluating the validity of complaints are included.
- Question? Should all recycling related materials be presented under the U-Cycle program logo?

**City of Urbana State Street Tree Trail**—Public Works Department, Arbor Division brochure Credit is given for contributions from Illinois Department of Natural Resources, University of Illinois Cooperative Extension and Urbana Greenscapes Program.

- Booklet, 4.25X10.5, 4-color, cover weight cover with fold-out map of Tree Trail at back cover, 28 smooth matte white interior pages. Very nicely designed.
- Positives: Gives a great overview of the Arbor Division and City's commitment to a strong urban forestry program in Urbana. Tree City USA, Tree City USA Growth Award and other awards/recognition are detailed and explained within the brochure. Related programs and resources and their contact information is included. This is a very nice piece—well-written and well-designed. City of Urbana logo is on back cover.
- Also available as PDF on web.

**Landscape Recycling Center (LRC)**—Intergovernmental facility operated by the Arbor Division of the Public Works Department. Has separate established logo and identity.

- Website presence. Clearly outlines the location, hours, products available for purchase and products that can be dropped off at the center. Appropriately factual tone for this negative information.

**Co-branded Programs:** As we develop the graphic identity and standards, we will need to also decide if there should be changes in the branding strategies for programs that have previously been co-branded. The goal is to ensure that all City programs are clearly identified as such.

- Market at the Square
- U-Cycle—Should all the recycling materials be branded with this?
- UPTV—Co-branded program. Separate logo established which is used as the on-screen icon. Web presence included contact information, Membership information/application, P & Ps, a link to the UPTV blog, along with info on the related Board and Commission agendas and minutes. (The website for this will be part of a developmental consortium of municipal TV programming—Bill is developing)
- Urbana Free Library?
- The Civic Center—separate logo and ID. On the city website. Separately branded materials with their specific logo.
- LRC—Urbana is the manager, but only one of the partners in the consortium. How can Urbana most benefit from the association without overstepping the boundaries of the partnership?

**Promotion/education needed for:** Topics for website stories, seasonal tips, etc. to reinforce Urbana's goals.

- Benefits of historic preservation — can link with both diversity and sustainability goals
- Promote the arts/growing creative community
- Promote community events/activities
- Preserve and education about city history
- Promote the beautification of Urbana
- Green living: trees, recycling, sustainable materials, etc.
- Aggressive marketing to attract new biz/expand tax base and educational materials for residents
- Tourism
  - Lincoln
  - Architecture
  - Arts




**ROYSE WAGNER INC**

**303 SOUTH STATE STREET  
CHAMPAIGN, ILLINOIS 61820**

**217 355 9533  
ROYSEWAGNER.COM**


royse wagner inc



# Branding & Marketing Urbana

Report to the Urbana City Council  
Monday, August 24, 2009  
Presented by:  
Chad McKenzie, Executive Vice President and Creative Director  
& Edra Scofield, Client Development Director


royse wagner inc



## Two projects—same goals

- Differentiate Urbana from other cities
- Convey a positive, professional and appealing image of Urbana to targeted audiences
- Make communications a valued resource for audiences

royse wagner inc



## Interviews: Agreement on Urbana's Positive Attributes & Unique Identity

- Quality of life
- Diversity
- Balanced growth plans
- Proven commitment to green living

royse wagner inc



## Interviews: Agreement on goals for new communications/website:

- Vehicles to showcase Urbana's positive attributes and build its unique identity
- 24/7 resource for target audiences—appealing, dynamic, easy to use website that meets needs of all audiences
- Guidelines and tools



## Urbana's Value Proposition

Urbana champions the harmonious blend of diversity—of thought, neighborhoods, capabilities, race, ethnicity, socioeconomic groupings, etc.—to create excellent quality of life for those who live, work, visit and do business in Urbana.

Core values, core messages for target groups



## Observations:

- Lack of uniformity in well-defined message in materials
- Lack of uniformity in look of materials
- Website static with tons of info, little design and outdated information
- Highly decentralized communications—no communications staff
- Few standards for logo use and formats
- IT staff wholly responsible for content, changes, etc.



## Urbana Branded Message & Look:

- Well-defined consistent, cohesive, congruent messages (layered)
- Consistent graphic identity showing Urbana's personality (memorable)

Goal: package and deliver the messages that differentiate Urbana



## How do we do that?

- Develop message/look and provide tools to maintain
- Install a CMS and reassign content ownership
- "Lock down" design on website
- Explore communications position
- Establish Marketing/Media Relations Committee





## The Website

- Chosen CMS=Drupal
- Basic framework in place
  - Audiences
  - Content types
  - Specialized pages being developed
- Basic design in place
- Content development/migration taking place
  - Evaluating additional needs
  - Will train/assign content ownership
- Target go-live: February 8, 2010



## Graphic identity presentation

- Color palette
- Brochure templates
- Website designs



RESIDENTS VISITORS BUSINESS

LATEST NEWS

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August 8, 2009



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Traffic control devices introduced.

August 6, 2009

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Farmers Market gets a boost from local officials.

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New businesses open downtown.

August 2, 2009

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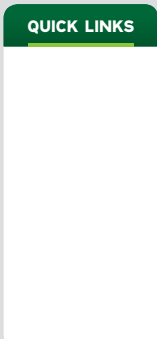
Gearing up for after school Programs.

July 25, 2009

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MORE NEWS >

QUICK LINKS



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ARTS IN THE PARK GRANT APPLICATIONS DUE SEPT. 1

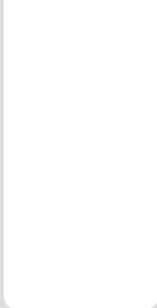
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MORE UPDATES



MOST VIEWED



PIC OF THE DAY



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QUICK LINKS

## Welcome to Urbana!

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## Visit the Farmers Market.

Going on all summer long in Downtown Urbana | [Link](#)

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## Dog Park set to open.

[Link](#) | August 2, 2009



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**NEXT**

### UPCOMING EVENTS


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### UPCOMING MEETINGS

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### RECENT UPDATES

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**Dolore Leniam**  
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VISITORS



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- Magna Consequ**
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Caption, if needed.

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related topics

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DoloreTatutpat  
Tin voloreElirilla faccumm elendrem

Alitalis Simirtexerit  
Iurem Liquiscl  
Vulla Conum Diamcon Senibh

UPCOMING EVENTS


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MORE EVENTS



CALENDAR OF EVENTS

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RECENT UPDATES

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Vulla Conum Diamcon  
Senibh Eugiat

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Tpatnit wissisis  
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Diamcon hen



PUBLIC WORKS



- About PW
- Arbor
- Archives
- Engineering
- Environmental Management
- Equipment Services
- Operartions
- Public Facilities
- PW Projects
- PW Staff

QUICK LINKS

Your Public Works Department



Ut lupatitisi. Na faccum dio eugait nullum verat, consectem del inci blaor iuscilit adionseniam verosti siscip exeros augiat nonsed tat. Bore velestis aliquatis am, susto exerosto delisit la facidui tat dolor si. Per sit nonsequis ex eliquam quis nibh ea core tat num iusto dio odip eugiatueros augue del ex ea feuguero odipsum vel ut lum zrrillaor sum velis nullutpat vero dit lobarpero odolore magna

STREET CLOSINGS

- 802 S. 5th Lane restriction only.
- Goodwine Ave at Green Street
- North Shore Drive Lane restriction only.
- Windsor Road Local traffic only.
- Northwood Road
- Illinois Street Local traffic only.

Neighborhood improvements.



Ut lupatitisi. Na faccum dio eugait nullum verat, consectem del inci blaor iuscilit adionseniam verosti siscip exeros augiat nonsed tat. Bore velestis aliquatis am, susto exerosto delisit la facidui tat dolor si. Per sit nonsequis ex eliquam quis nibh ea core tat num iusto dio odip eugiatueros augue del ex ea feuguero odipsum vel ut lum zrrillaor sum velis nullutpat vero dit lobarpero odolore magna consequat praestrud ea core esectet, suscilit aliquis nonse velesequi ea feugait nullandit, vel diam inisim nulluptat. **more**

related topics	Dipisit nos eu feuis Pis alsinimestie DoloreTatutpat Tin voloreElirilla faccum elendrem	Alitails Simirtexerit Iuram Liquiscil Vulla Conum Diamcon Senibh
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PUBLIC WORKS ACTIVITIES

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Boneyard Creek improvements.

A new amenity to the downtown environment | [Link](#)

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Get in the know about snow.

Winter is around the corner, learn what you can do today.



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NEXT



**Equis alit atio**  
Dipisit nos eu feuis  
Pis alsinimestie  
Dolore  
Tatutpat  
Tin volore  
Elirilla faccum  
elendrem

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PUBLIC WORKS



About PW

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- Enetoeps
- Helspdl
- Delspe
- Celpaoelskjers
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- PW Staff

QUICK LINKS

## Neighborhood improvements.



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**City of Urbana**  
**Website Development & Design**  
**Timetable for completion**

**August – November 2009**

Urbana

- Content development/migration
- Testing structure/templates
- Feedback to Royse Wagner

Royse Wagner

- Content type creation as needed
- Structural changes as needed
- Addressing specialized content (codes, Boards & Commissions, City Council, archives, etc.) for mechanics and layouts

**November – December 2009**

Royse Wagner

- External testing/structure, navigation, search refinement
  - Online link to selected users/businesses
  - Farmers & Holiday markets
  - Internal users
- Assess photo assets
- Assess feeds

**January – February 8, 2010**

Urbana

- Finalize content
- Test links

Royse Wagner

- Train super-users on administrative system
- Review marketing messages
- Check content against site map

Royse Wagner and Urbana

- Develop “public beta site” link on existing site ([newsite.urbana.il.us](http://newsite.urbana.il.us))
- Evaluate feedback and adjust as appropriate

**February 8, 2010 – Go live**

Royse Wagner and Urbana

- Evaluate feedback
- Troubleshoot issues

**February 2010**

Royse Wagner and Urbana

- Promote new site
- Lessons learned
- Identify next steps