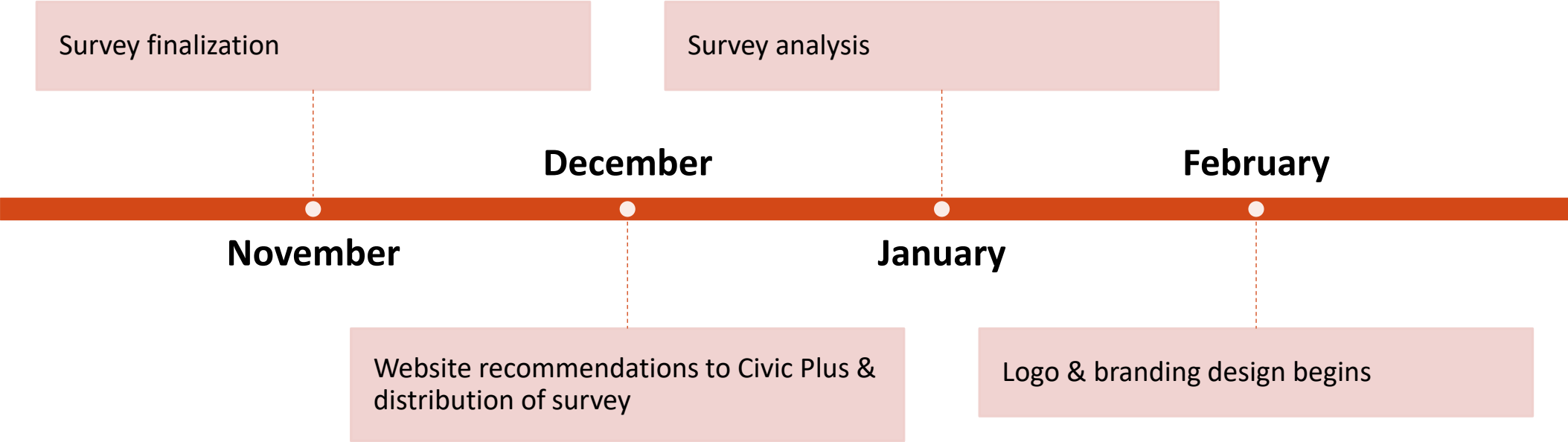


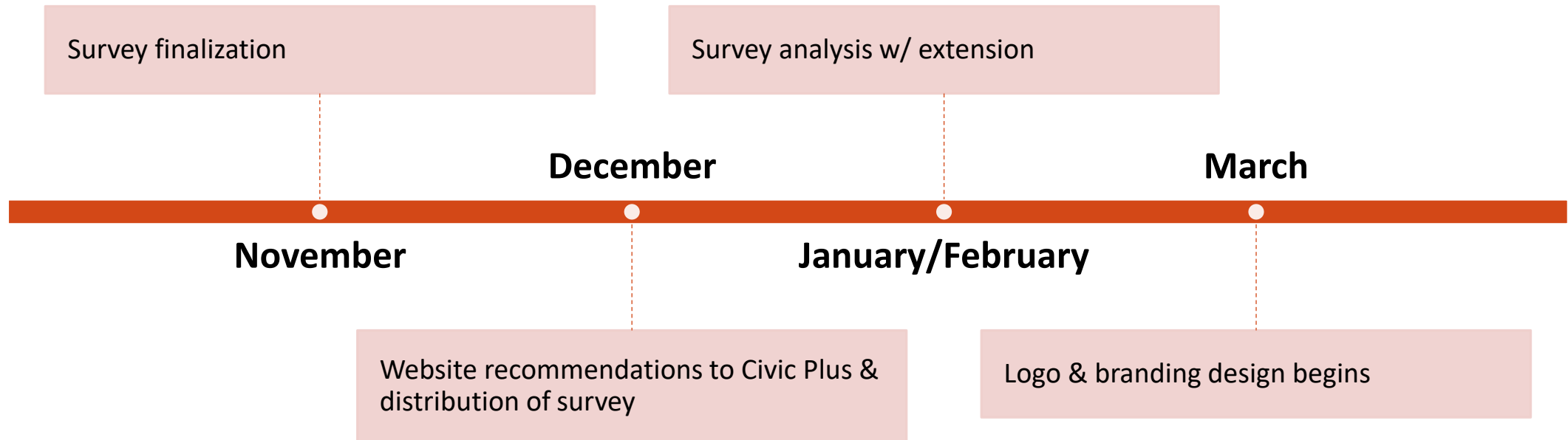
City of Plano

Survey & Branding

Branding Update & Timeline - *Original*



Branding Update & Timeline - *Revised*



Survey Response Summary

Goal was minimum 300 Completed Surveys

60% Completion Rate

402 Completed Surveys of 669 Starts

12:21 Average Completion Time

Survey Respondent Summary 1 of 3

59% Live in Plano

24% Live & Work in Plano

13% Work in Plano

2% Own a Business in Plano

2% Don't Live in Plano

Survey Respondent Summary 2 of 3

6% ages 18-29

41% ages 30-44

32% ages 45-59

19% ages 60-74

2% ages 75+ and under 18 (*combined*)

Survey Respondent Summary 3 of 3

88% completed survey in 1st two weeks (*Dec 20 – Jan 2*)

9% more completed prior in January prior to original deadline

3%, 12 more completed after extension

Survey Respondent Summary Bonus

Outreach – City Staff, Library, School District, Social, News

47% clicked on the web link, 53% clicked on the social link

34% of Respondents would be open to follow up contact

Survey Data Files

PDF of Questions

PDF of All Summary Data w/ graphics (*closed questions*)

CSV of Raw Data

PDF & XLS of a few Open Response Data (*open questions*)

Which Logo Best Represents Plano?



30%

None of the Above

21%



12%

How would you Describe Plano TODAY?

Agree or Strongly Agree

1. Safe = 87%
2. Traditional = 77%
3. Welcoming = 73%
4. Close-Knit = 65%
5. Rural, Farming Community = 60%
6. Suburban = 58%
7. Industrial = 38%
8. Innovative = 18%

No value-add differences among survey groups

How would you Describe Plano FUTURE?

Agree or Strongly Agree

1. Traditional = 80% *(77% in present description)*
2. Growing = 77%
3. Innovative = 74% *(18% in present description)*
4. Youthful = 73%
5. Energized = 70%
6. Slower-Paced = 68%

No value-add differences among survey groups

Most Important to Plano's Identity

Ranking was required

1. Quality of Life = 3.97 (*most #1 rankings*)
2. Small Town Atmosphere = 3.33
3. Potential to Grow = 2.94
4. Innovation = 2.41 (*quite low when ranked*)
5. Heritage = 2.35 (*most #5 rankings*)

No value-add differences among survey groups

Preference in Retiring Harvester

1. I don't have a strong opinion = 38.1%
2. Yes, do it = 29.4%
3. No, I really like it = 25.1%
4. Other = 7.4%

Preferences by Survey Category

1. Live/Work = No significant difference
2. Length Lived in Plano
 - a) 16 years+ (14% or respondents)
 - I. Don't retire logo (44%)
 - II. Too much change, not what it used to be
3. Age of Respondent
 - a) 60 years+ (20% or respondents)
 - I. Don't retire logo (40%)
 - II. Less critical than long-term residents

Key Open Responses 1 of 3

“I don't know enough about it to have an opinion. If the harvester was created here then I think it is important. But if the future of Plano is not to be focused on farmland as much for development, then I would retire it. You can have a multiple symbol "shield" perhaps and incorporate it among with a more modern symbol as well. But to me, to be the only focused symbol does not give off a feel of anything but farming.”

Key Open Responses 2 of 3

“I think Plano is a 50/50 mix of old school/old family names and new school/new faces/families that are first-generation”

“The city of Plano is currently stuck between the past and the future. While there have been many housing developments, the programming, business, and restaurants have not grown to meet the needs of the increase of people.”

Key Open Responses 3 of 3

“I have mixed feelings. I think it is a big part of Plano’s history, and should remain a part of whatever logo you choose. Doesn't have to be ‘front and center’, but it should remain.”

“Why get rid of what this city was founded on? That's the "new" Plano getting rid of "old" Plano.”

“Embrace the past to go into the future...keep the reaper in any upcoming branding/logo.”

Primary Takeaways

1. Respondents want to see Plano moving forward, not backward
2. How fast and how forward varies. Newer residents (transplants) want more progress.
3. Without existing momentum, progress is difficult to sell.
4. Some form of the reaper (hidden?) will likely be preserved.
5. This branding campaign can unify your messaging.
6. A city initiative should accompany this launch.

Control the narrative, otherwise perception is reality.



What's Next – Committee & Counsel

1. Share Survey Data (*limit public sharing of raw data*)
2. Determine who is your Audience
3. Determine who are Decision Makers
4. What City Initiative/Messaging can accompany this launch?
5. What other data is desired?
6. What questions remain?

What's Next – OC Creative

1. Keep the purple (*warm or cold TBD*)
2. Ensure the logo is unique from neighbors
3. Ensure the logo is simple and evergreen
4. Chose a unique font and/or interesting symbols made from the first letter.

Round one of logos in 2-3 weeks.