

Lansdale, PA  
BrandPrint Report  
January 4, 2013



LANSDALE  
LIFE IN MOTION

NORTH  STAR

## TABLE OF CONTENTS

<b>INTRODUCTION</b>	<b>5</b>
<i>About North Star Destination Strategies</i>	5
<i>About the BrandPrint Process</i>	5
<b>EXECUTIVE SUMMARY</b>	<b>6</b>
BRANDING PARTNERS	6
UNDERSTANDING	6
INSIGHTS SUMMARY	7
STRATEGIC BRAND PLATFORM	8
IMAGINATION	8
<b>UNDERSTANDING</b>	<b>9</b>
WHERE THE BRAND HAS BEEN & WHY	9
IN-MARKET STUDY	10
<i>Purpose, Methodology &amp; Results</i>	10
STAKEHOLDER VISION SURVEY	13
<i>Purpose, Methodology &amp; Results</i>	13
ONLINE COMMUNITY-WIDE SURVEY	18
<i>Purpose, Methodology &amp; Results</i>	18
COMMUNITY BRAND BAROMETER	30
<i>Purpose, Methodology &amp; Results</i>	30
COMMUNITY TAPESTRY STUDY	36
<i>An Introduction to Community Tapestry</i>	36
<i>Purpose, Methodology &amp; Results</i>	37
<i>Community Tapestry Segment Breakdown by LifeMode Group</i>	38
<i>Community Tapestry Who Report   Resident LifeMode Groups</i>	39
<i>Community Tapestry Who Report   Community Tapestry Segments</i>	43
<i>Community Tapestry Who Report   Top Tapestry Segments</i>	47
<i>Community Tapestry What Report   Understanding the Who Report</i>	48
<i>Community Tapestry What Report   Reading the What Report Charts</i>	49
<i>Community Tapestry What Report   Resident What Report</i>	50
<i>Community Tapestry What Report   Regional Profile What Report</i>	52
ESRI ECONOMIC OPPORTUNITY ANALYSIS	54
<i>Purpose, Methodology &amp; Results</i>	54
DIGITAL BRAND AUDIT	58
<i>Purpose, Methodology &amp; Results</i>	58
CONSUMER AWARENESS & PERCEPTION STUDY	63
<i>Purpose, Methodology &amp; Results</i>	63
STAKEHOLDER PERCEPTION STUDY	83
<i>Purpose, Methodology &amp; Results</i>	83
COMPETITIVE ANALYSIS	86
<i>Purpose, Methodology &amp; Results</i>	86

<b>INSIGHTS</b>	<b>90</b>
<i>WHERE THE BRAND SHOULD BE</i>	90
INSIGHTS ABOUT LANSDALE	91
LANSDALE BRAND PLATFORM & RATIONALE	96
<b>IMAGINATION</b>	<b>98</b>
<i>WHAT WILL GET US THERE?</i>	98
CREATIVE EXPRESSIONS OF THE BRAND	99
<i>Strapline</i>	99
<i>Logo</i>	100
<i>Color Palette</i>	101
<i>Brand Narrative</i>	101
<i>Descriptive Vocabulary</i>	103
<i>Image Ad</i>	105
<i>Image Ad</i>	106
<i>Letterhead</i>	107
<i>PowerPoint Slides</i>	108
<i>Website</i>	109
<i>Website</i>	110
<i>Website</i>	111
<i>E-Newsletter</i>	112
<i>Economic Development Folder</i>	113
<i>Small Business Template</i>	114
<i>Visitor Guide</i>	115
<i>Signage</i>	116
<i>Pole Banners</i>	117
<i>Image Poster</i>	118
<i>Image Poster</i>	119
<i>Merchandise – Lapel Pin</i>	120
<i>Merchandise – T-Shirt</i>	121
<i>Merchandise – Travel Mug</i>	122
<i>Merchandise – Messenger Bag</i>	123
<i>Merchandise – Bicycle Pack</i>	124
<i>Merchandise – Shopping Tote</i>	125
<i>Merchandise – Frisbee</i>	126
<b>BRAND ACTION IDEAS</b>	<b>127</b>
<i>PUTTING THE BRAND TO WORK</i>	127
<b>EVALUATION</b>	<b>166</b>
<i>HOW IS THE BRAND PERFORMING?</i>	166
TAPESTRY PROFILE STUDY	167
<i>Purpose, Methodology</i>	167

BRAND BAROMETER STUDY	168
<i>Purpose, Methodology</i>	168
ONLINE COMMUNITY-WIDE SURVEY	169
<i>Purpose, Methodology</i>	169
CONSUMER AWARENESS AND PERCEPTION STUDY	170
<i>Purpose, Methodology</i>	170
<b>APPENDIX A: STAKEHOLDER VISION SURVEY OPEN-ENDED RESPONSES</b>	
<b>APPENDIX B: ONLINE COMMUNITY SURVEY OPEN-ENDED RESPONSES</b>	
<b>APPENDIX C: CAP STUDY OPEN-ENDED RESPONSES</b>	
<b>APPENDIX D: TRADEMARK SEARCH</b>	
<b>APPENDIX E: GRAPHICS STANDARDS GUIDE</b>	
<b>APPENDIX F: BRAND MANAGER JOB DESCRIPTION</b>	
<b>APPENDIX G: SAMPLE BRAND CHARTER</b>	
<b>APPENDIX H GUIDE FOR WORKING WITH YOUR BUSINESS</b>	
<b>APPENDIX I BRAND BAROMETER STUDY</b>	

### **ABOUT NORTH STAR DESTINATION STRATEGIES**

North Star Destination Strategies comprises over two dozen talented individuals dedicated to growing community brands through integrated marketing solutions. North Star offers communities a combination of research, strategy, creativity and action. This process – called Community BrandPrint – provides direction for the community's brand development, like a blueprint guides the construction of a home. And just like a blueprint, the priorities and targets of each Community BrandPrint are stated in clear and unambiguous language. The resulting brand personality is as revealing as an individual's fingerprint, and just as unique.

### **ABOUT THE BRANDPRINT PROCESS**

Through the Community BrandPrint process, North Star determines Lansdale's most relevant and distinct promise. From that promise, we create a strategic platform intended to generate a brand position in the minds of residents, visitors and businesses. We then develop powerful Brand Action Ideas and a Brand Identity Package (creative expressions), all of which reinforce the positioning and ensure brand equity and growth.

This process is divided into four stages: Understanding, Insights, Imagination and Evaluation.

### BRANDING PARTNERS

The Borough of Lansdale contracted with North Star Destination Strategies to determine the community's true, unique and relevant brand position to help the area stand out in the marketplace. This Executive Summary represents a snapshot of the critical highlights from all phases of the BrandPrint process: Understanding, Insights and Imagination. Detailed findings are compiled in the report that follows.

### UNDERSTANDING (*Research findings*)

North Star conducted more than a dozen pieces of research to identify what differentiates Lansdale from its neighbors and competitors. By examining the community (stakeholders, residents), consumers (visitors, regional and state officials in tourism and economic development) and the competition (neighboring and other communities), North Star determined a strategy for Lansdale to assert across all community assets to implement an effective, meaningful and relevant brand. Important findings are summarized below.

Research identified Lansdale's strategic and convenient location on the SEPTA R5 line as a major asset. In fact the train is the reason for Lansdale being settled and is its greatest avenue to prominence and growth in the future. The community is also convenient to the Turnpike, making Lansdale enviable to many for its proximity to Downtown Philadelphia and the entire metropolitan area.

Respondents within the community and those outside Lansdale recognize the small town atmosphere available here. Main Street has maintained its authentic architecture and the housing stock is varied and prized for its architectural interests. Many celebrate the wonderful, walkable neighborhoods in Lansdale. The small footprint (just a few square miles) and friendly nature make Lansdale attractive to many. You can walk to almost anything you need here in Lansdale. Some told us it would be easy to get along without a car. Add in neighborhood schools and a charming downtown you can walk to, and this active, healthy community has a lot of advantages to share. The small town atmosphere is confirmed when you experience First Fridays, Bike Night, or other signature events in town. Lansdale offers the access and energy of an urban setting with the safety and comfort of a suburb without being beige or boring. The charm of this setting is appealing to families but also to employers with Merck nearby and Tyco and others calling Lansdale home. The well managed Borough was praised throughout the research with people recognizing recent improvements in leadership.

But the long list of assets and advantages in Lansdale will not matter or serve the community if the residents do not believe in themselves. Research revealed a significant level of negativity or even apathy in Lansdale. A trainload of advantages is not compelling if people cannot or will not tell the story. The majority of people visiting Lansdale are visiting friends and family so those residents are your ambassadors. They need to know and recognize the great things available here. Through their informed enthusiasm, they can then help change the general lack of awareness or negative perceptions outsiders have of Lansdale as a place to live, work, and visit. Professionals commuting out of Lansdale each day in particular need to know those positive stories so they can get excited about their home and share that with the people they work with or engage on a daily basis outside Lansdale. Charge them with creating some curiosity.

Residents as well as those outside the community recognize a resistant to change in Lansdale that can impede growth and improvement. Many bemoaned the lack of results from a very studied community and are hopeful that the new administration will continue its transparency and finally achieve a revitalized Lansdale. All of these challenges manifest themselves in another of the community's hardships, attracting young professionals. Other challenges include a rundown aesthetic and weak business mix along Main Street. Vacancies and absentee landlords compound some of these issues. Weak job growth and business attraction also top many lists of concerns.

Lansdale is poised for great things with a great downtown footprint with new developments and renovated facilities in the works including the Madison Lot and 311 West Main. Offering a solid entertainment zone that is walkable particularly from the train depot for visitors from the greater Philadelphia area. Addressing a retail and entertainment offering and improving aesthetics are important improvements that will pay dividends as you attract visitors to events in Lansdale and they return home to share their experience from Lansdale. Lansdale also has much to offer entrepreneurs and the Creative Class including public transportation, walkable downtown, charming neighborhoods, affordable rents, and great parks.

When many think of Lansdale, they think of the train. And that is great. But many here do not want to be limited to that. And they are not. The trainload of advantages that Lansdale presents goes far beyond the train. Every advantage here shares a compelling consideration for many. And that is mobility: physical, social, walkable, forward, athletic, entrepreneurial, and upward mobility. This is an attractive and enviable advantage for Lansdale.

#### STRATEGIC BRAND PLATFORM

North Star funnels strategic insights for the brand into a single sentence, the brand platform. The brand platform is used as a filter for the formation of creative concepts and implementation initiatives. All communications, actions and product development should connect to the essence of this relevant and defining statement.

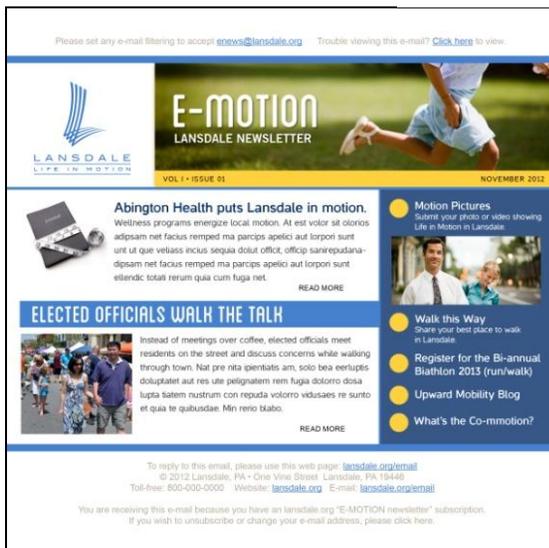
Target Audience:	<b><i>For those seeking a suburban sanctuary with urban sensibilities,</i></b>
Frame-of-Reference:	<b><i>Lansdale, north of Philadelphia on the Lansdale/Doylestown (R5) line and the Pennsylvania Turnpike in Montgomery County,</i></b>
Point-of-Difference:	<b><i>is an established, walkable, close-knit neighborhood conveniently centered on mobility</i></b>
Benefit:	<b><i>where priorities find the right track.</i></b>

## IMAGINATION (Creative ideas for building the brand)

The brand platform serves as a guide for the positioning of the Lansdale brand. From this statement, a creative concept can be born; a concept that aligns creative treatments of the brand in a variety of communication mediums and action ideas.

The creative concept developed by North Star is based on the approved brand platform positioning Lansdale as a close-knit, walkable community focused on mobility. The Creative Committee in Lansdale selected a creative concept that draws inspiration from that close-knit community in Lansdale connected by caring where hopes and dreams and careers and passions are put in motion every day. All of Lansdale's advantages can be connected to mobility, both literally and figuratively. There is comfort and clarity in Lansdale (in contrast to Philadelphia) that allow neighbors to thrive here.

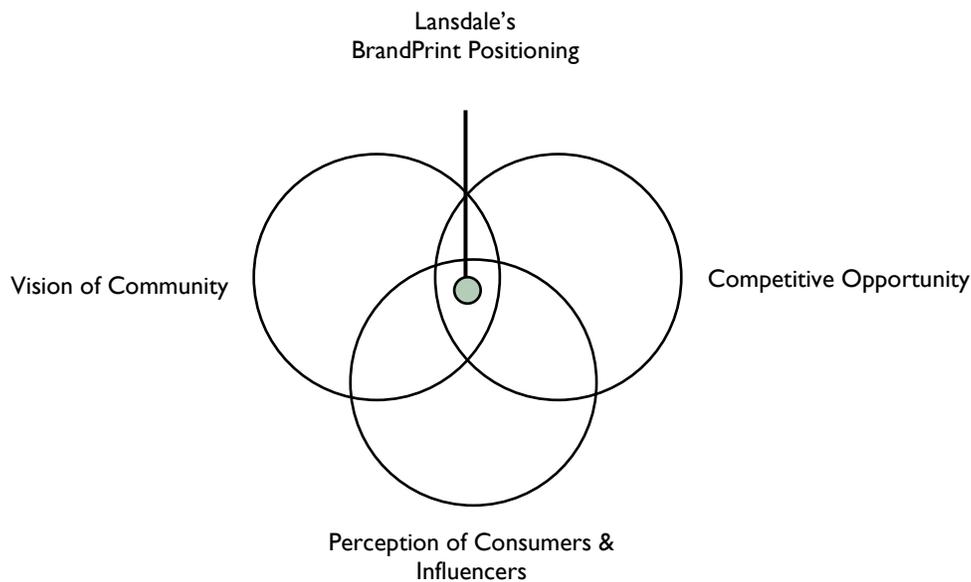
In the visual executions of the brand, imagery, graphics, and language reinforce the focus on motion and movement. Lansdale can celebrate its past and embrace its future with a strategy and creative elements centered on motion. People are drawn to activity and interest, and Lansdale's young, energetic community is a perfect invitation for people to live their life in motion.



### WHERE THE BRAND HAS BEEN AND WHY

This stage addresses the community's current brand positioning. We assess the environment; demographics and psychographics of residents; perceptions of visitors, residents and stakeholders; current communications and the competition. Most importantly, we gather input from Lansdale and its constituents.

We are looking for current attitudes regarding the brand. We are also trying to spot behavioral trends that exist around that brand. This stage is critical because it uncovers the relationship between three factors: the community's physical qualities, communication materials and the position the community holds in the minds of its consumers.



## IN-MARKET STUDY

### *Purpose*

The purpose of the In-Market Study is to gain understanding of the perceptions and attitudes of Lansdale residents and stakeholders towards their community and to experience first-hand what makes it a unique destination for visitors, residents and businesses.

### *Methodology & Results*

The following summary reflects observations and input received during the North Star Destination Strategies In-Market visit from January 16 – 19, 2012. The information is not meant to be all-inclusive, but rather highlight the most common themes experienced on the trip. This includes an area familiarization (FAM) tour, stakeholder focus groups, stakeholder one-on-one interviews and local community one-on-one perception interviews.



## MATERIALS REVIEWED

*As part of the Research and Materials Audit, prior to the In-Market Study*

- Town Hall Meeting flier
- Parks and Recreation newsletter (2011)
- Articles from Montgomery-Lansdale Patch
- Articles from The Reporter
- Borough Organizations chart
- Resident Guide (2012)
- Classic Towns Website Information Request
- Lansdale Borough Electric Wire (Jan. – Nov. 2011)
- Lansdale Borough Streetscape Updates (June 6, Oct. 3 and 24, Nov. 7 and 28, 2011)
- Classic Towns Lansdale brochure
- Community Map and Guide brochure
- Proposed 2012 Budget
- Reports
  - Open Space Plan (2005)
  - A Comprehensive Plan for Building On Our Past (2006)
  - Revitalization Plan Update (2009)
  - Downtown Destination Plan (2007)

- Addressing the Challenges of Traffic in Lansdale Borough (2007)
- Lansdale Reports disc (Digital copies)
- Wayfinding Signage Project
- Madison Parking Lot Redevelopment Project
- Lansdale Borough Preliminary Budget (2011)
- Borough of Lansdale Proposed Budget (2012)

*The following highlights the conversations from the In-Market Visit*

#### **MOST MENTIONED ASSETS**

- Trains and transportation access
- Central location and population density
- Walkable
- Historic downtown / Main Street
- Electric Utility
- Well-managed Borough
- Small-town atmosphere
- Diversity
- Health / fitness / active lifestyle and interests
- Community events (First Fridays, Bike Night)
- Affordable and safe
- Quality of life
- Large employers: Merck, TYCO
- Good schools
- Neighborhoods
- 311 West Main Street performance hall
- Parks and open space



#### **MOST MENTIONED CHALLENGES**

- Poor appearance / rundown
- Job growth
- Commuters out
- Poor retail mix downtown (thrift/barbers)
- Retail leakage
- Section 8 housing and absentee landlords
- 311 West Main Project
- Resistance to change
- Business attraction
- Trust in local government
- Negative outside perceptions
- Crime and drugs
- Vacancies downtown
- Bars close to neighborhoods



- Resident apathy
- Lack of progress.

#### MOST MENTIONED OPPORTUNITIES

- Downtown development
- Train access and central location
- Marketing and promotion
- Entertainment options (venues)
- Better dining
- Improved aesthetics
- Specialty retail (better downtown mix)
- Entrepreneurs
- Tourism and visitors
- Walkable amenities
- 311 West Main Street and Madison Lot
- Community pride
- Creative Class attraction (with train)
- Civic engagement
- Visible leadership
- Transparency in government
- Wide sidewalks
- Engaged landlords



# STAKEHOLDER VISION SURVEY

## Purpose

Part of the Understanding stage includes collecting stakeholder perceptions of Lansdale. What do stakeholders like and dislike about their community? How would they make it better? What kind of things do they associate with Lansdale? After all, no one knows your Borough better than those that form its backbone.

## Methodology & Results

To understand stakeholder perceptions, a Vision Survey (qualitative) was emailed to key stakeholders in the community, identified by the brand drivers. All questions were open-ended, allowing for a qualitative measure of stakeholder perceptions. Many of the questions in the survey focused on Lansdale’s direct strengths, weaknesses, opportunities and threats. Other questions focused on brand perception, allowing the respondent to translate the intangible elements of a brand into a tangible noun.

91 stakeholders responded to the survey. The answers most reflective of all stakeholders are shown below in order of frequency. Please see **Appendix A** for a copy of the Stakeholder Vision Survey.

The image shows a screenshot of a survey titled "Lansdale, PA Vision Survey" with a sub-section "2. General Perceptions". It contains nine numbered questions, each followed by a text input field. The questions are:

1. When you first think of Lansdale, which three words come to mind?
2. What is Lansdale's single greatest asset?
3. What is Lansdale's most underutilized or underappreciated asset or advantage?
4. What are the greatest challenges currently facing Lansdale?
5. What is missing in Lansdale?
6. If you could change one thing about Lansdale, what would that be and why?
7. What are Lansdale's greatest opportunities for economic growth?
8. How would outsiders (residents in other parts of Pennsylvania) describe Lansdale?
9. In your opinion, what is the best way to attract more of the following to Lansdale?

Below question 9, there are three horizontal input fields labeled "Residents", "Visitors", and "Business and Industry".

Lansdale Vision Survey

## DESCRIBING LANSDALE

### **When you first think of Lansdale, which three words come to mind?**

- Potential, transforming
- Railroad, trains
- Community

### **What is Lansdale's single greatest asset?**

- Transportation, train station
- The people
  - *"Community-minded"*
  - *"Desire to turn Lansdale into a thriving town"*
- The location, proximity

### **How would outsiders (residents in other parts of Pennsylvania) describe Lansdale?**

- Small, quaint
- Run-down, old, depressed
- Not much to do

### **What is your opinion of Downtown Lansdale? How would you improve it?**

- Run-down, tired
  - *"The downtown is tired, with many business owners not taking much pride in how they look; we need to energize the present businesses to put on a better face which will attract other businesses to the town."*
- Dirty
  - *"Downtown Lansdale needs updating and cleaning. Signs and poles are rusted, there is trash everywhere. It seems everything needs a fresh coat of paint."*
- Too many junk / thrift stores
  - *"Try to decrease the number of second-hand stores, add more restaurants, encourage small retailers to locate there and try to do something with the arts center."*

### **What does Lansdale offer 20-30 year-olds? How do they feel about the community?**

- Not much to do
  - *"Not much – as a 29-year-old, I'm interested in more local options – bowling alley, movie theater, upscale bars."*
- Affordable living
  - *"They feel it is a cheap place to live, but not a place they want to hang out."*
- Bars

## CHALLENGES, ASSETS, AND OPPORTUNITIES

### **What is the biggest challenge currently facing Lansdale?**

- Bringing in businesses to Downtown
- Poor image
  - *"Lansdale still has an image problem. If you take a objective look at Main Street, it is not hard to see why its image suffers. There are still a lot of vacant store fronts and poorly maintained buildings."*
- Creating a destination, attracting visitors

**What is Lansdale’s most underutilized or underappreciated asset or advantage?**

- Transportation
- The location
- Downtown

**What are Lansdale’s greatest opportunities for economic growth?**

- Businesses
  - *“The business district. We have a centralized location where a train from the city stops, walkable streets. We need more businesses that can attract people to come in and spend an evening in Lansdale. If Ambler, Doylestown and Skippack can do it, why not us?”*
- Transportation
- Shopping / retail

**IMPROVING LANSDALE**

**What is missing in Lansdale?**

- Retail stores / shopping
- Restaurants
- Entertainment

**If you could change one thing about Lansdale, what would that be and why?**

- Businesses Downtown
  - *“Bring in more small independently-owned boutique stores and quality restaurants. It will attract more people and make it a destination town.”*
- Appearance
  - *“Just overall appearance. Enough with the graffiti along the train tracks, the weeds in the cracks of the sidewalks, the trash strewn around, and the general unkept areas (including Borough property areas and parks). If anything, we should strive to make this place sparkle whenever possible – especially before big events when visitors are going to come to town.”*

**In your opinion, what is the best way to attract more of the following to Lansdale?**

- Residents
  - Affordable, new housing
  - More activities
  - Good schools
- Visitors
  - Restaurants
  - Entertainment
  - Shopping
- Business and industry
  - Business-friendly Borough
  - Tax breaks
  - Incentives

**What businesses / industries are best suited for Lansdale? Why?**

- Restaurants
  - *“Restaurants – mostly because this area is notorious for lacking good ones. If higher quality restaurants opened, people would come.”*
- Specialty boutiques
  - *“Unique boutiques. Rail service – could bring shoppers looking for different things.”*
- Retail
  - *“Retail shops and mid-priced restaurants / BYOB restaurants because there is a huge middle-class community, especially in the Borough, who could walk to these places.”*

**COMPETITOR COMMUNITIES**

**In your opinion, which communities does Lansdale compete with for the following?**

- Residents
  - North Wales
  - Ambler
  - Hatfield
- Visitors
  - Ambler
  - Doylestown
  - Skippack
- Business and industry
  - Ambler
  - Doylestown
  - Montgomeryville

**What differentiates Lansdale from the other Pennsylvania communities (attitude, experience, business sector, etc.)?**

- Train
- Cultural diversity
  - *“We have a diverse ethnic community.”*
  - *“It has all the cultural and crunchy granola stuff while not being snobby.”*
- Accessibility / proximity
  - *“Lansdale offers the small town feel with the close proximity to city life. Lansdale is close to many other areas in southeast Pennsylvania.”*

## What is most important to Lansdale's identity?

- Small community
  - *"Community! Lansdale is all about family; whether you grew up here with your family or moved here to start your own, Lansdale is an idyllic place. Events in the Borough are family oriented – tree lighting, egg hunt, Lansdale Day – and offer opportunities to gather with your neighbors and meet new ones, even if they live on the other side of town!"*
- Downtown
  - *"Vibrant downtown area. It should be a destination."*
- Train
  - *"My personal feeling is that Lansdale should capitalize on its history as a railroad town, past and present, and carry that theme through as a branding theme for the town. Let's face it, there are dozens of Philadelphia-area towns that market their Colonial heritage; Lansdale has a rich railroad heritage that can set it apart from the rest."*

## PERSONIFICATION OF LANSDALE

### If Lansdale were a famous person, who would it be? Why?

- Britney Spears
  - *"Started out strong and vibrant, had a period of time in decline and neglect, but is now making a strong comeback and rebranding of what it has to offer."*
- Mickey Rourke
  - *"Like the actor, Lansdale has a tough exterior and a not-so-glamorous past. Rourke has managed to turn his reputation around with his recent comeback. He has an undeniable talent and is respected in the industry. I think Lansdale is in the process of making a comeback, like Rourke, and similar to Rourke's talent, has undeniable potential for greatness."*
  - *"Current Lansdale is like Mickey Rourke – it has fallen into disrepair, yet is clearly capable of some great performances, given the right vehicles."*



### If Lansdale were a popular consumer product brand, what would it be? Why?

- Comet
  - *"It isn't attractive but it is hard-working and sincere, with potential ...of good clean up."*
- AT&T
  - *"In its hey day it was the center of the universe. It needs to reinvent itself to remain relevant."*
  - *"It was pretty big at one time. Since then it's had its ups and downs, and it's scrambling to come back around as a leader in the 21st century..."*
- Timex
  - *"Takes a licking and keeps on ticking."*
  - *"Enthusiastic commitment to revitalization."*



## ONLINE COMMUNITY-WIDE SURVEY

### Purpose

The purpose of the Online Community-wide Survey is to gain a quantitative measure of the community's perceptions of Lansdale.

### Methodology & Results

North Star developed an online survey based on the results of the qualitative Stakeholder Vision Survey and In-Market conversations. All questions were multiple choice, allowing for a quantitative measure of resident perceptions. Community members were encouraged to participate after the survey was posted on city websites and publicized in local media. 381 survey responses were collected for this survey.

The graphs on the following pages highlight responses for each question on the corresponding survey, allowing side-by-side comparison of results. Please refer to the Final BrandPrint CD and **Appendix B** for a detailed list of all "Other" responses.

**Lansdale, PA Community Survey**

In describing Lansdale, please mark the answer you believe to be most accurate.

**1. On a scale of 1 to 10 with 1 being "not at all likely" and 10 being "extremely likely", would you recommend to a friend or colleague...**

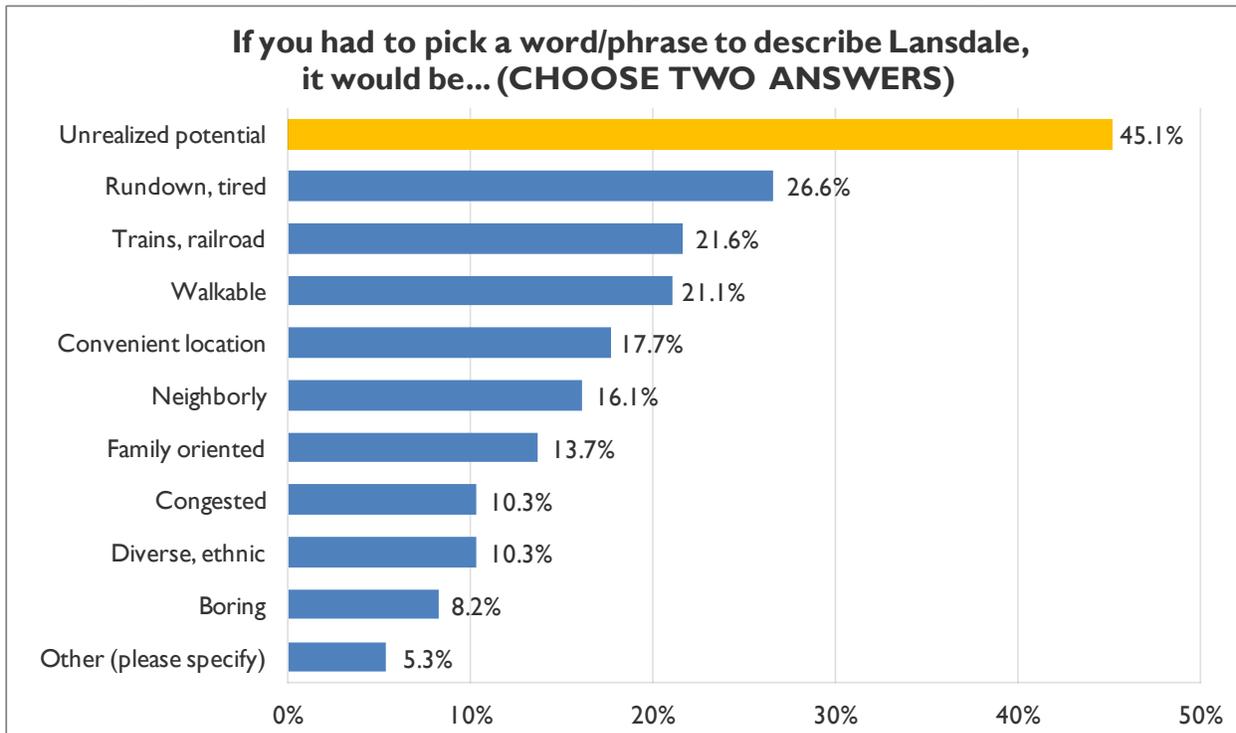
	1	2	3	4	5	6	7	8	9	10
Living in Lansdale	<input type="radio"/>									
Visiting Lansdale	<input type="radio"/>									
Conducting business in Lansdale	<input type="radio"/>									

**2. If you had to pick a word/phrase to describe Lansdale, it would be...CHOOSE TWO ANSWERS**

- Diverse, ethnic
- Run-down, tired
- Boring
- Convenient location
- Family oriented
- Trains, railroad
- Congested
- Unrealized potential
- Neighborly
- Walkable
- Other (please specify)

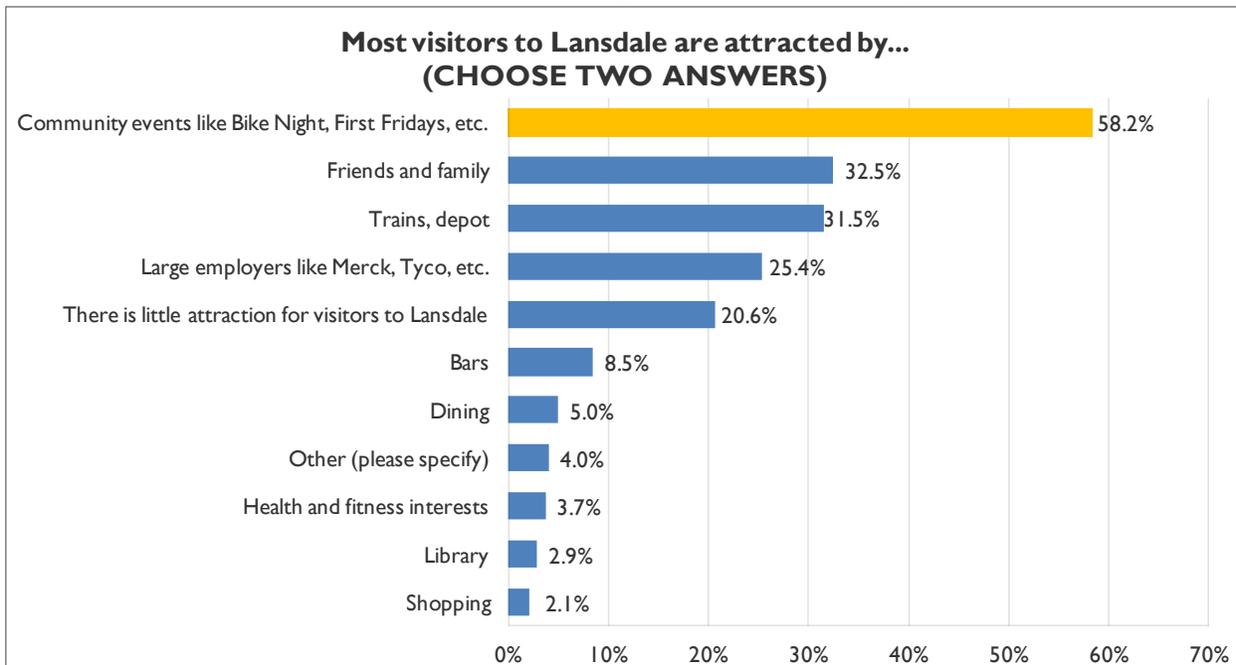
*Lansdale Online Community Survey*

**Describing Lansdale:** Lansdale is most commonly described as “unrealized potential”.



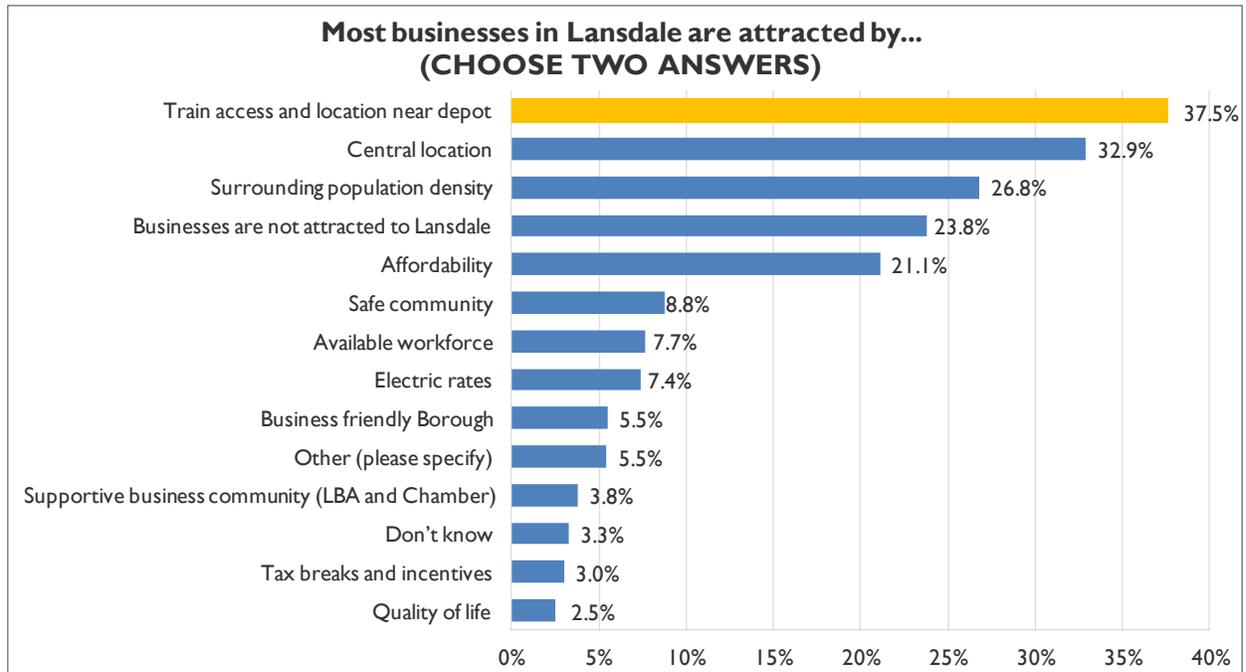
Other: Congested, has a long way to go, poor leadership

**Visitor attraction:** Most visitors are attracted by Lansdale’s community events.



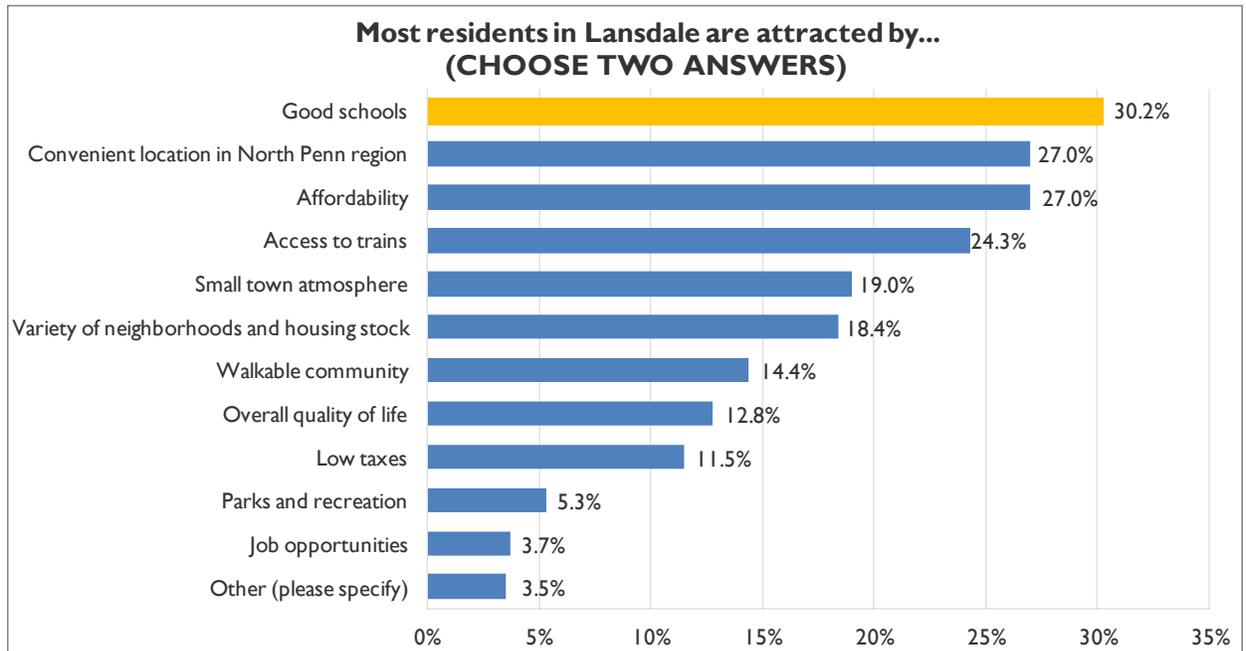
Other: They just pass through, thrift and antique stores, need more attractions

**Business attraction:** Most businesses are attracted to Lansdale’s train access and location.



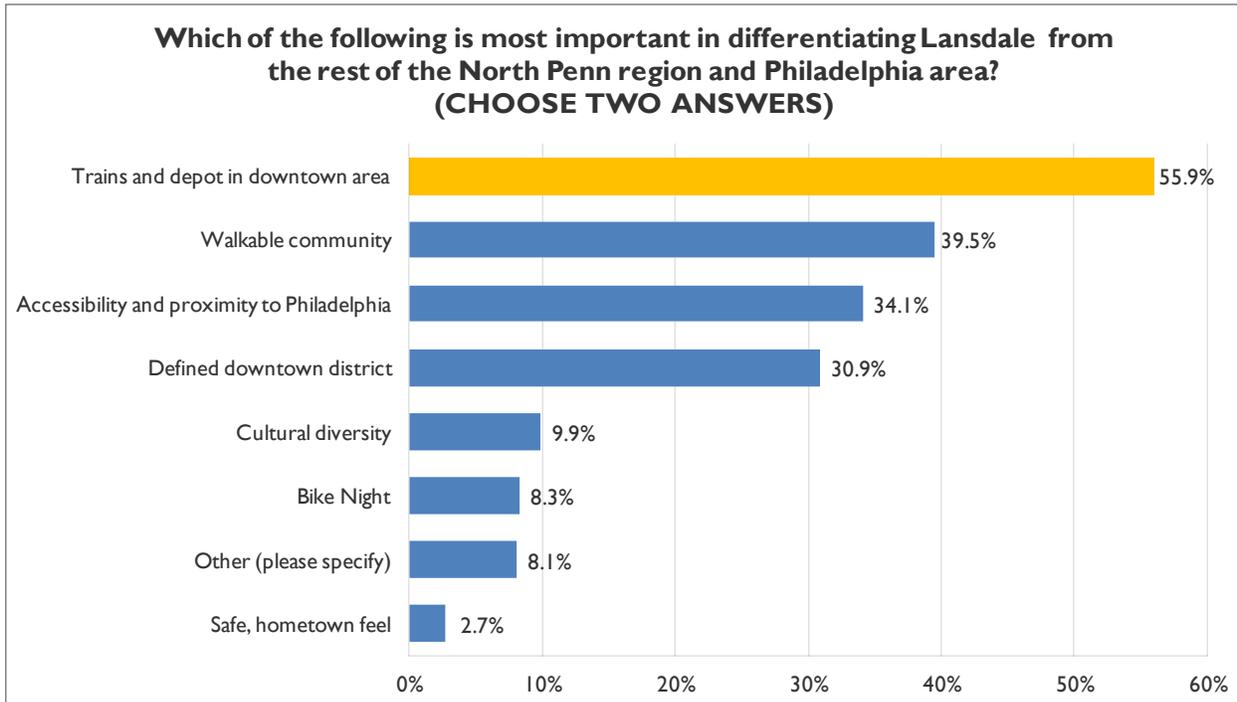
Other: Don't know, does not attract good business

**Resident attraction:** Most residents are attracted by Lansdale’s good schools.



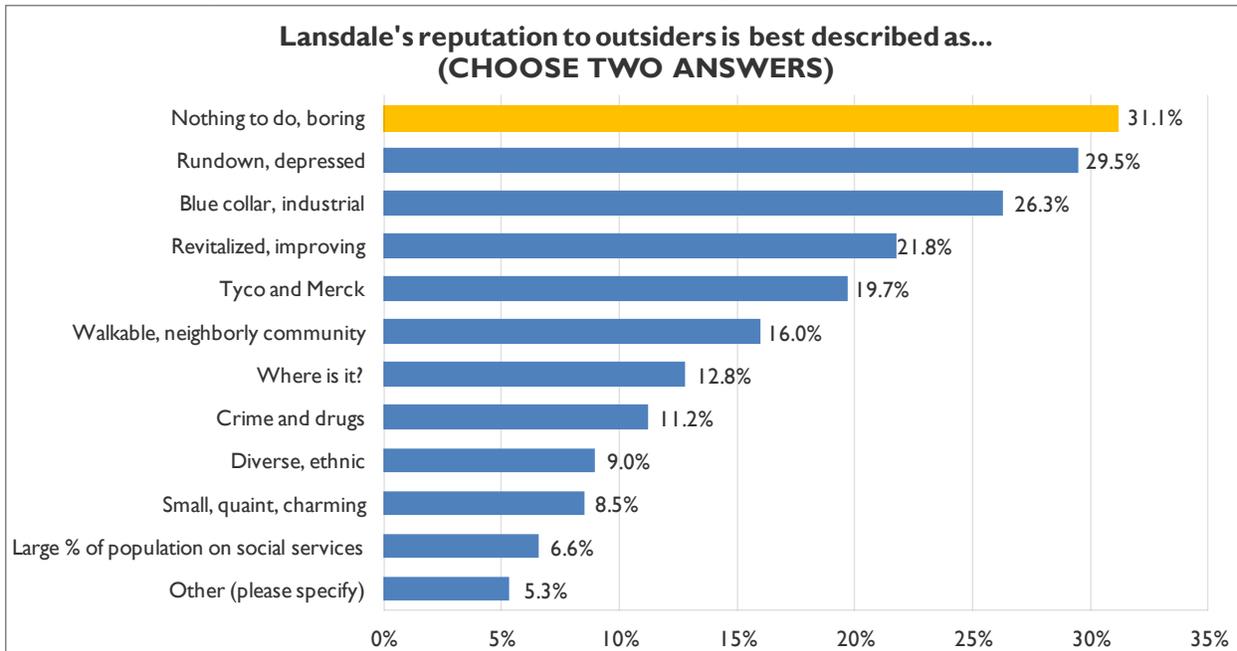
Other: Family, transportation access, location

**Differentiating Lansdale:** Lansdale’s trains and depot in the downtown area differentiate it from the rest of the North Penn region and Philadelphia area.



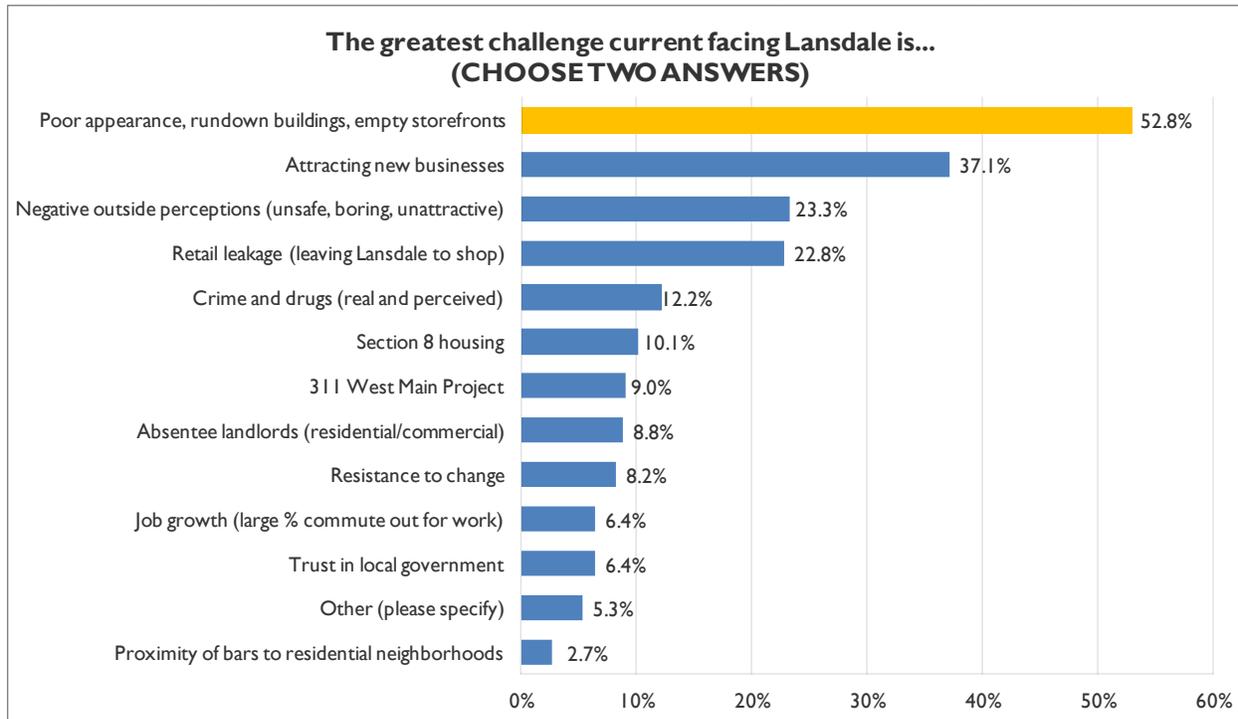
Other: Low cost, proximity, farmers market, events

**Outsider perceptions:** Outsiders see Lansdale as boring with little to do.



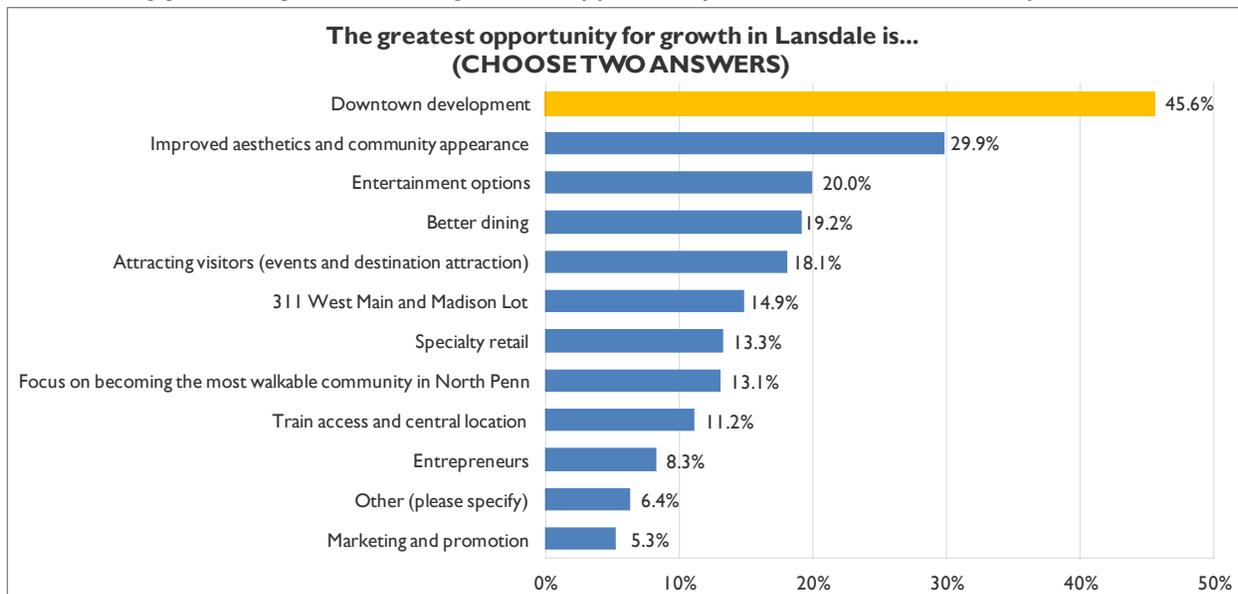
Other: Turnpike exit, rundown

**Biggest challenge:** The overall rundown appearance is the greatest challenge facing Lansdale.



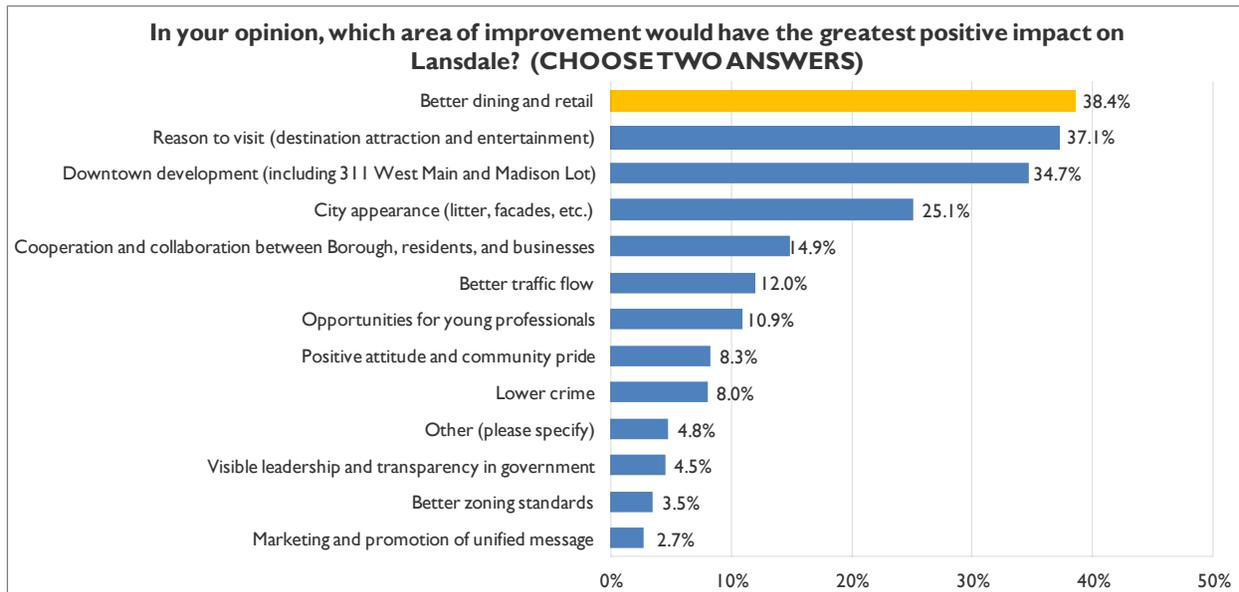
Other: Lack of restaurants, nothing to do, lack of parking

**Greatest opportunity:** Lansdale's greatest opportunity is its downtown development.



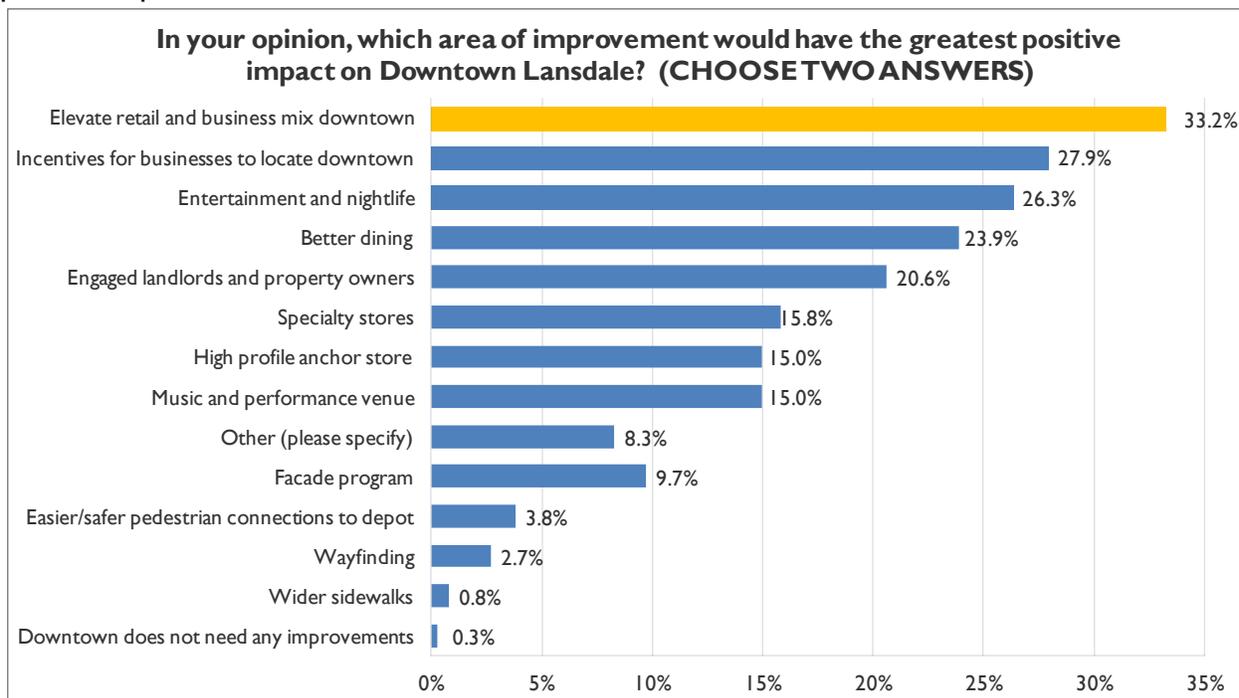
Other: Parking, movie theater, support for business

**Positive Impact on Lansdale:** Better dining and retail would have the greatest positive impact on Lansdale.



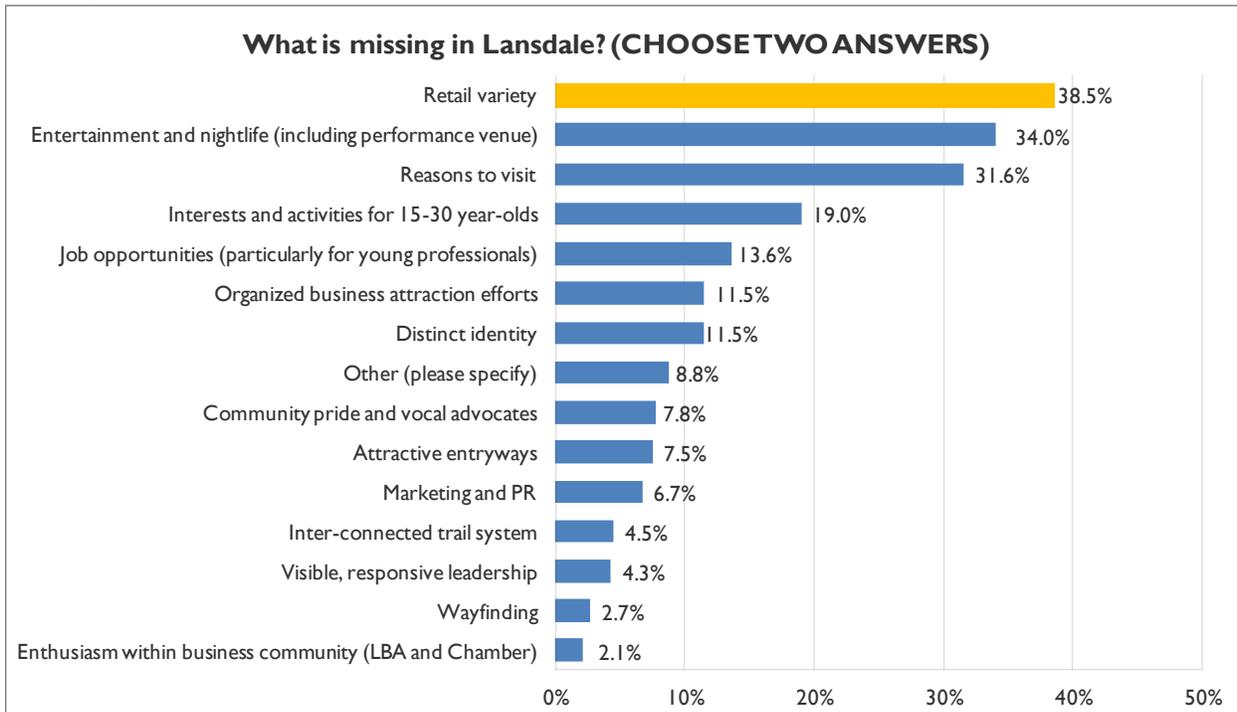
Other: Jobs, quality merchants

**Impacting Downtown Lansdale:** Elevating the retail and business mix would have the biggest positive impact on Downtown Lansdale.



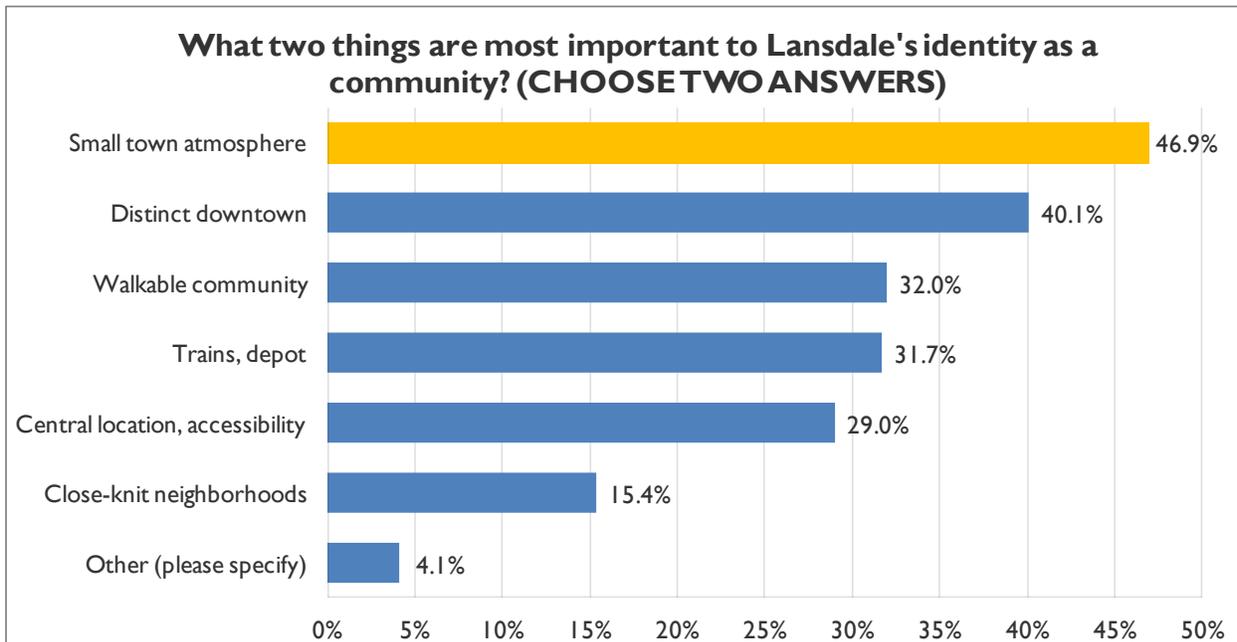
Other: Accessible parking, clean up the downtown, ease of downtown maneuvering

**Missing:** Retail variety and entertainment are missing in Lansdale.



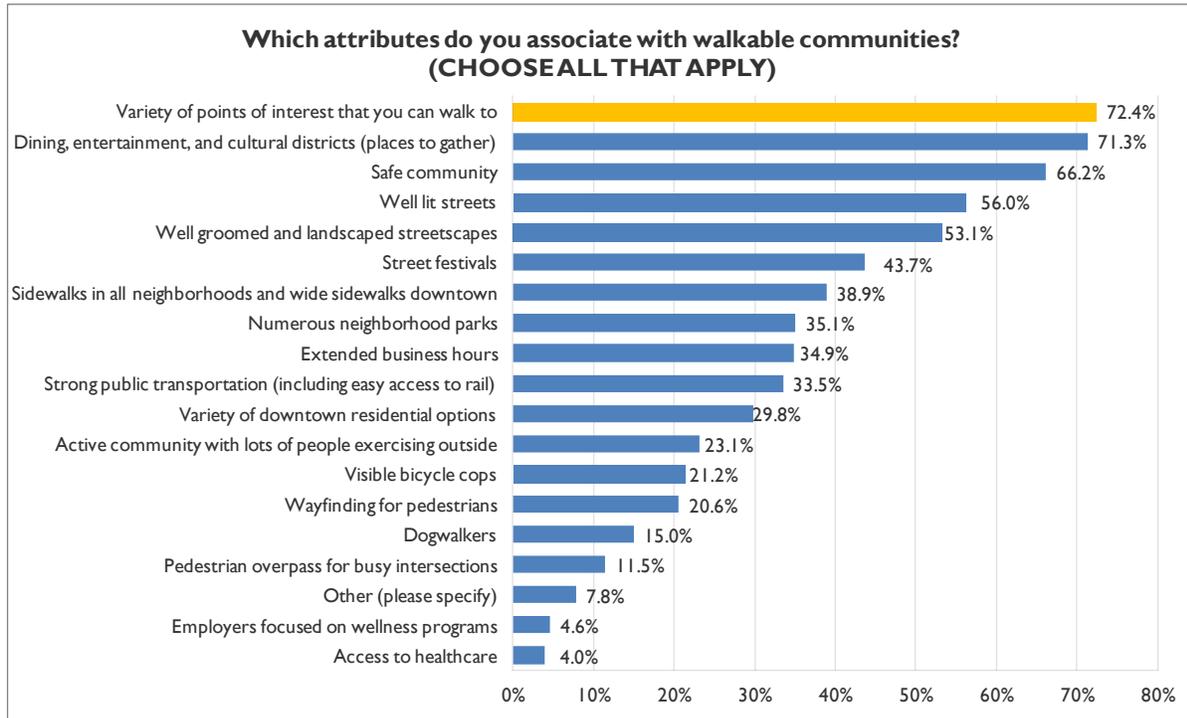
Other: Movie theater, wayfinding, development

**Lansdale's identity:** Lansdale's small town atmosphere is most important to its identity.



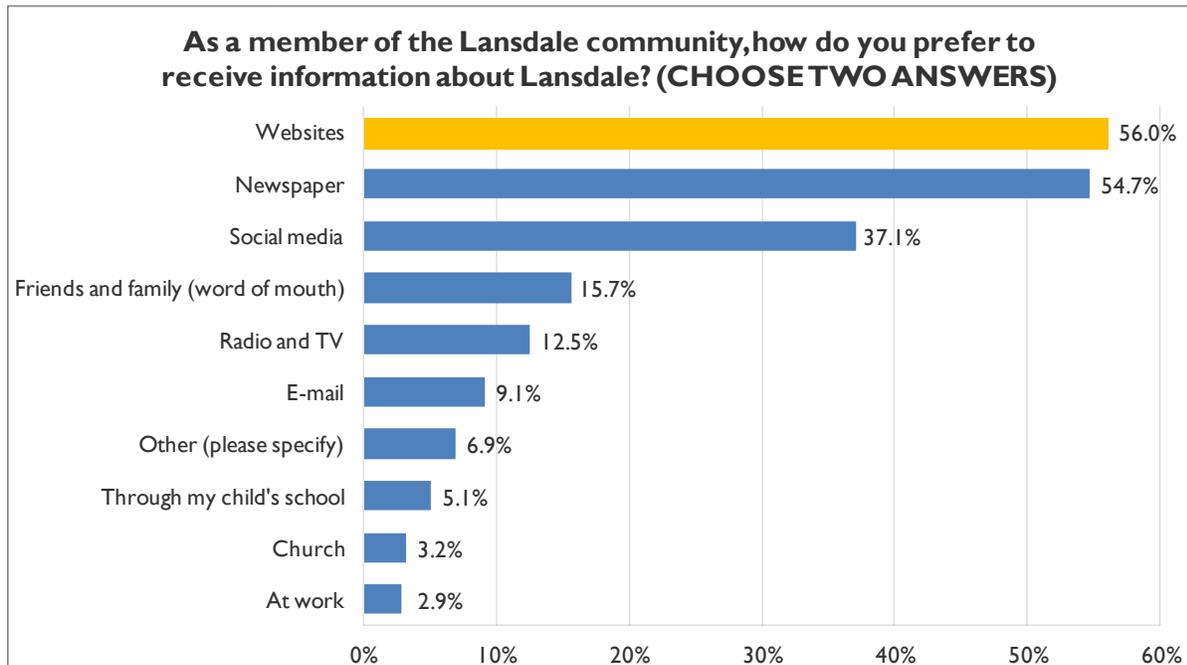
Other: Better retail options, walkability

**Walkable communities:** A variety of points of interest that you can walk to is associated with walkable communities.



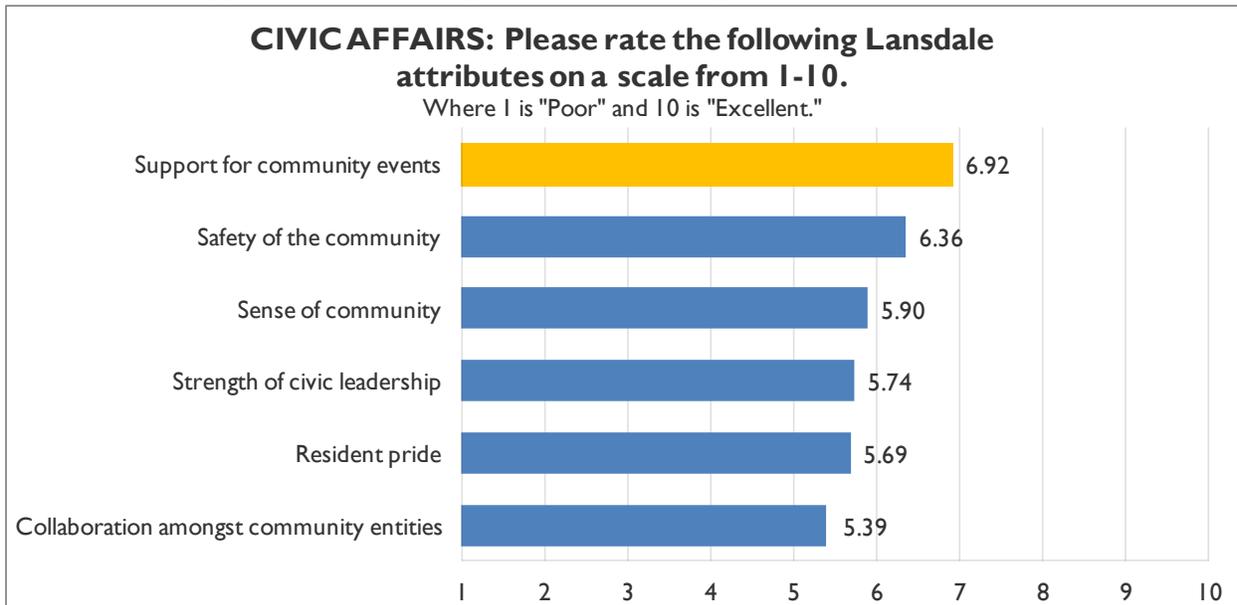
Other: Safety, pedestrian paths and right-of-way across traffic, pride in appearance

**Information preferences:** Residents prefer to receive information about Lansdale through websites and newspaper.

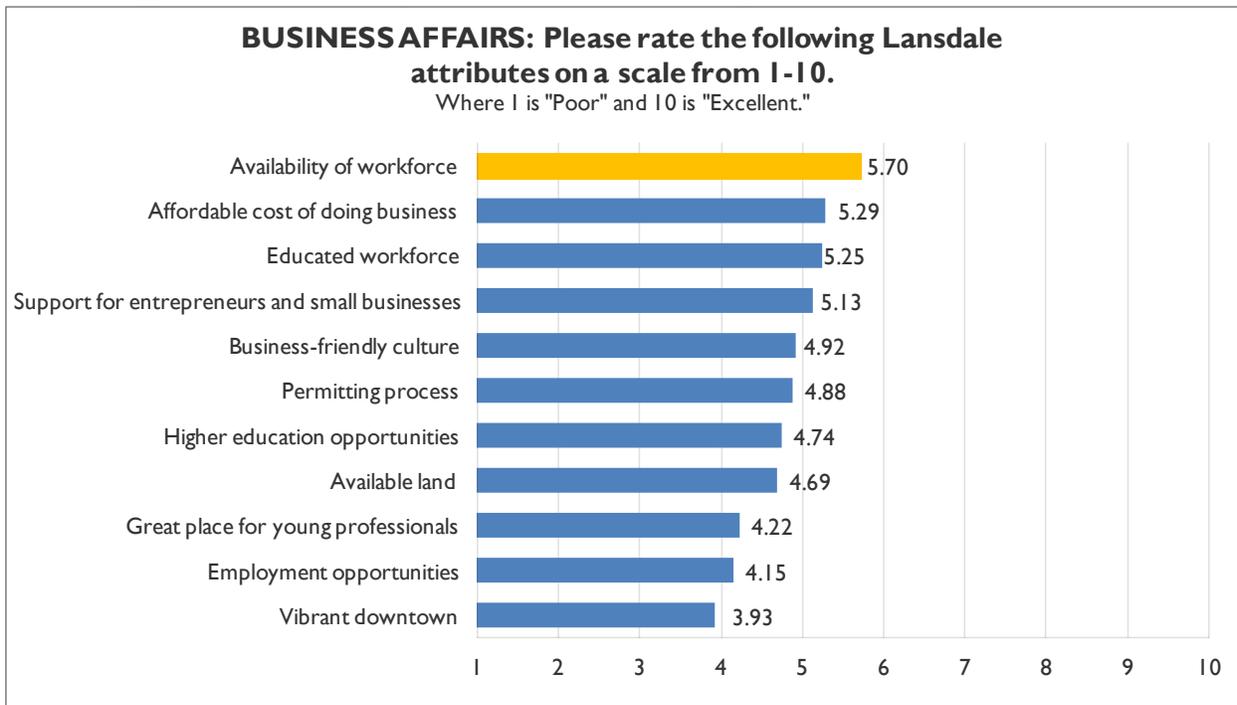


Other: Newsletters, mailings, word of mouth, community involvement

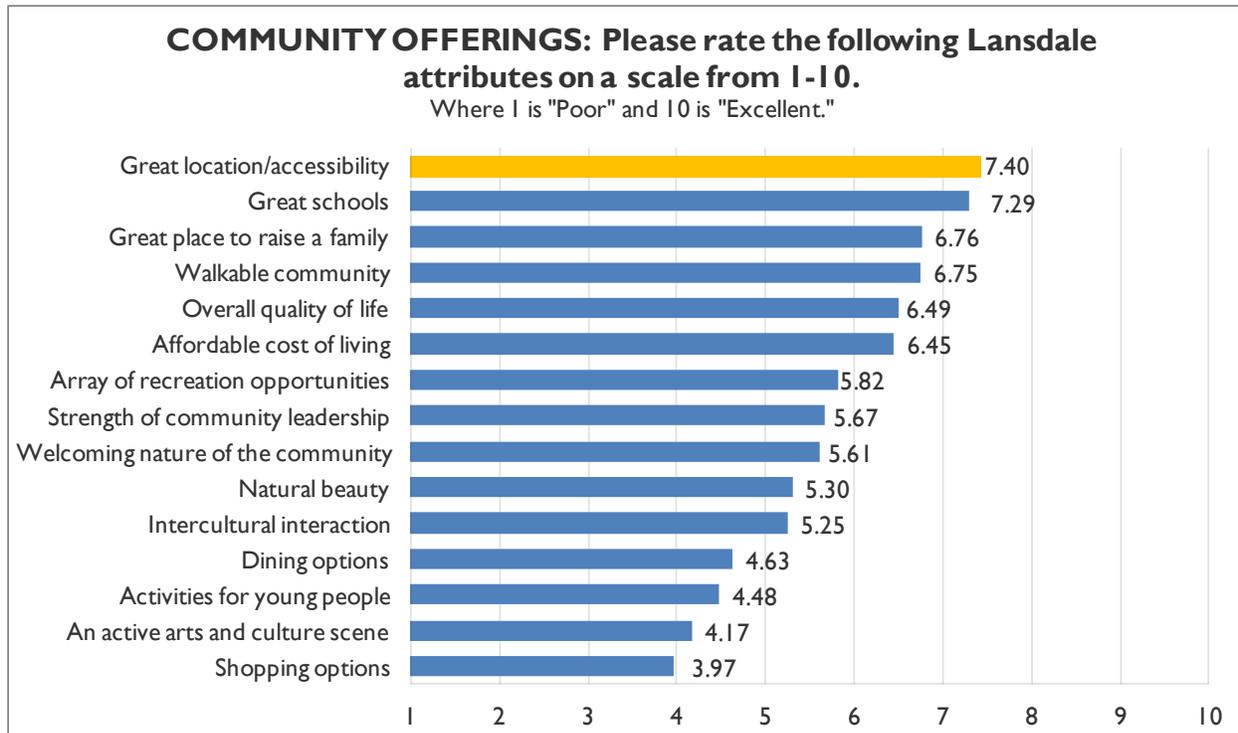
**Civic affairs:** Support for community events was the highest-rated civic affair attribute.



**Business affairs:** The availability of workforce was the highest-rated business attribute.



**Community offerings:** Great location / accessibility was the highest-rated community offering.



## COMPETITOR PERCEPTIONS

**What is the first adjective that comes to mind when describing the following communities?**

**Ambler:** Revitalized / Vibrant, active / Small, quaint / Diverse, cultural

**Doylestown:** Upscale, expensive / Vibrant, active, trendy / Historic, quaint / Beautiful

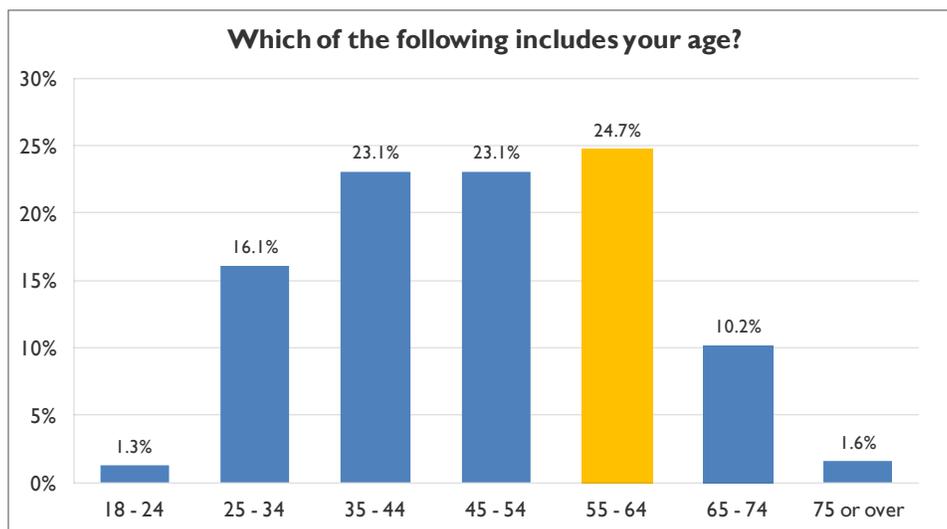
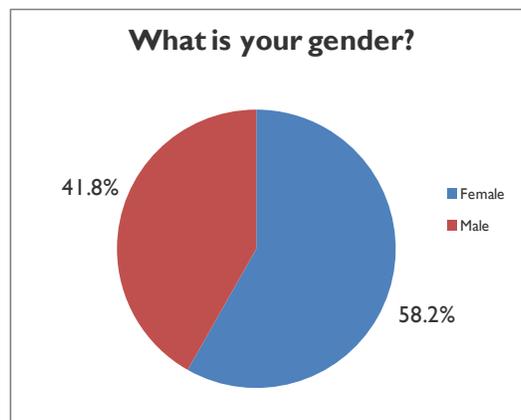
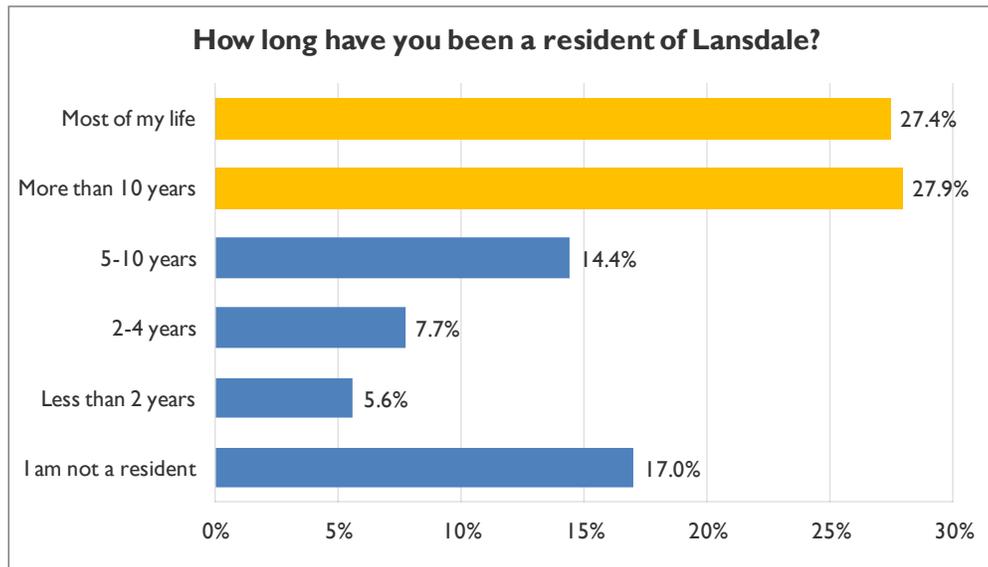
**Phoenixville:** Revitalized / Don't know, nothing / Tired, rundown / Congested

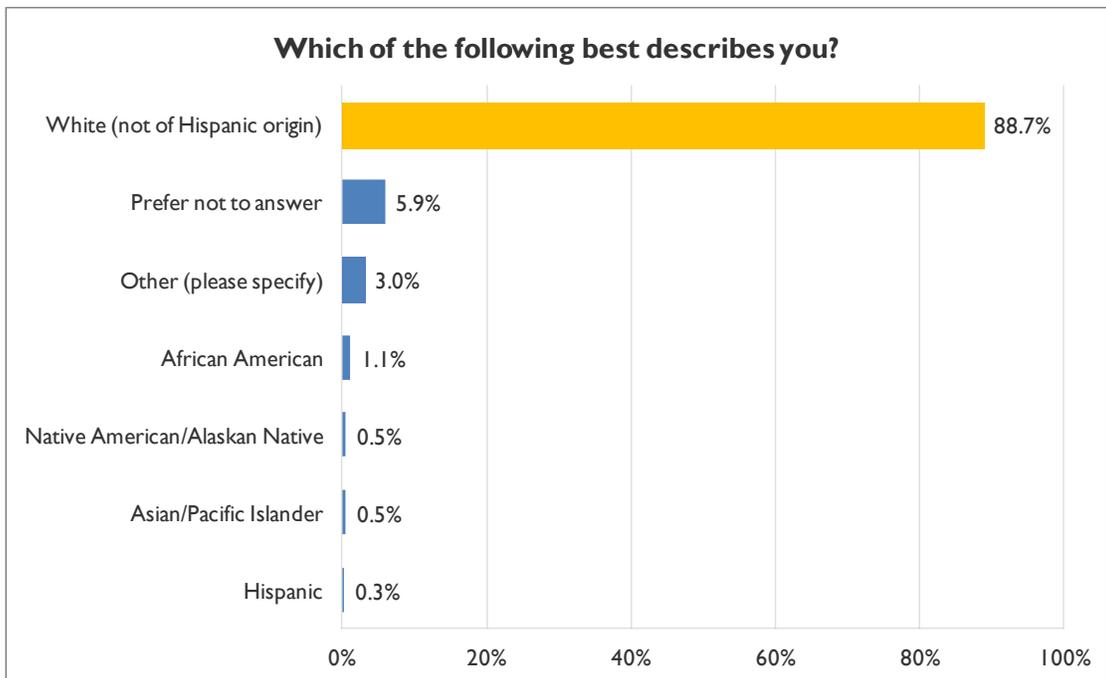
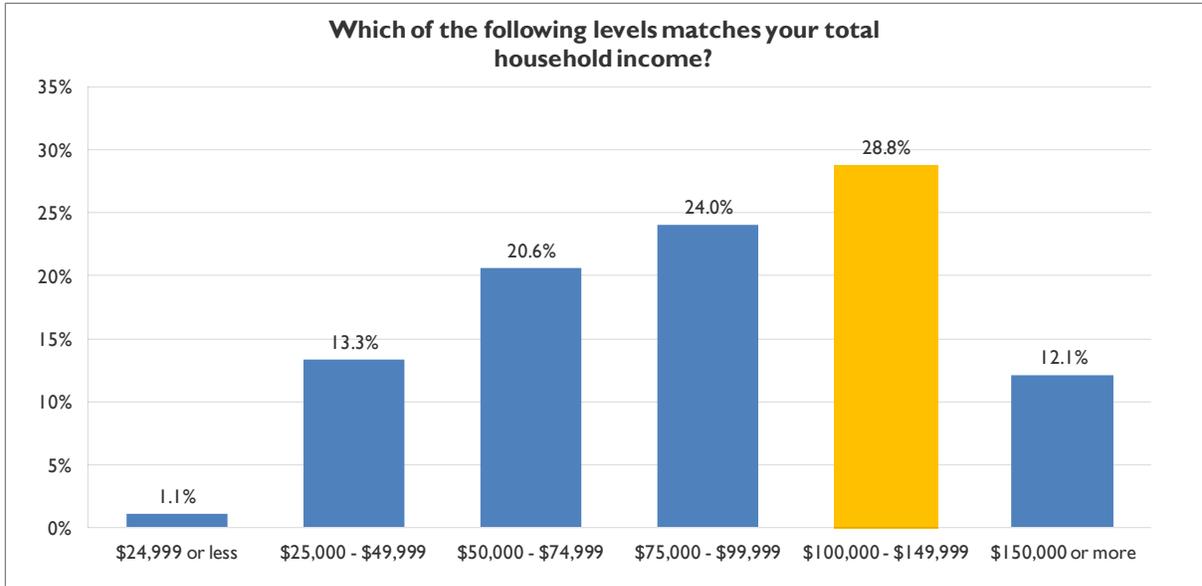
**Montgomeryville:** Mall, shopping / Commercial, congested / Active, busy / Boring, bland

**North Wales:** Quaint, small / Old, tired / Boring / Growing, up and coming

**Skippack:** Quaint, cute / Upscale, expensive / Shopping / Artsy, trendy

## DEMOGRAPHICS





## COMMUNITY BRAND BAROMETER

### **Purpose**

The Community Brand Barometer measures strength of the Lansdale brand according to:

- Resident satisfaction with and advocacy for Lansdale as a place to live, work and visit.
- Lansdale satisfaction/advocacy relative to the nation.

### **Methodology & Results**

Significant research\* on a wide variety of customer satisfaction metrics found that a single powerful question has the greatest ability both to measure current resident satisfaction and predict future community growth. That question, “Would you recommend your city to a friend or colleague as a place to live (or work or visit)?” is powerful because it surpasses the basic model of economic exchange, where money is spent for products or services. People who score their community high on the Brand Barometer actively recruit new residents, visitors and businesses through positive word-of-mouth marketing. It is very personal. By making a strong recommendation, they are willing to risk their own character, trustworthiness and overall reputation for no tangible reward.

The methodology for the Brand Barometer has been carefully developed and determined to be statistically significant. Participants in the community-wide surveys answered three questions:

- Would you recommend living in Lansdale to a friend or colleague?
- Would you recommend visiting Lansdale to a friend or colleague?
- Would you recommend conducting business in Lansdale to a friend or colleague?

Responses are measured on a 10-point scale with 1 being “Not at all likely” and 10 being “Extremely likely.” Results are presented on an individual respondent level as well as an aggregate Brand Advocacy Score. Scores are calculated with response percentages in the following categories:

- Promoters (9 or 10) – Loyal residents who will continue fueling your growth and promoting your brand.
- Passives (7 or 8) – Satisfied but unenthusiastic residents who are vulnerable to other opinions and brands.
- Detractors (1-6) – Unhappy residents who can damage your brand and impede growth through negative referrals.

$$\text{Brand Advocacy Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

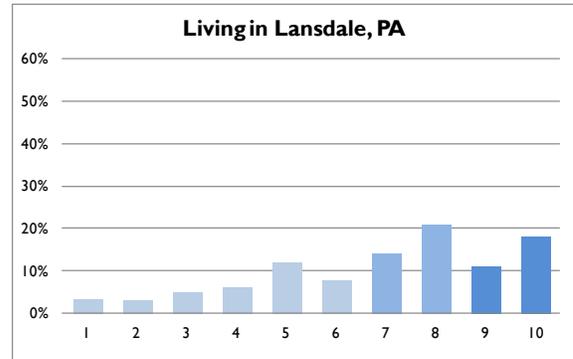
Lansdale’s Brand Advocacy Score can then be compared to a benchmark score that has been derived for the entire nation. North Star employs multiple survey methods through proprietary sources to determine national averages. Scores represent a stratified random sample of the entire U.S. population and are updated on a regular basis. You can use this information to track your own brand performance relative to national trends over time. In addition, you can repeat the Community Brand Barometer after a designated period and compare the results to your own benchmark score for an on-going metric of how community attitudes change over time and in response to specific events or activities.

\*Research conducted by Satmetrix Systems, Inc., Bain & Company and Fred Reichheld, author of “The One Number You Need to Grow,” Harvard Business Review (Dec. 2003).

On a scale of 1 to 10 with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend living, visiting or conducting business in Lansdale ...to a friend or colleague?

**Living:**

Living in Lansdale, PA		
1	3.19%	
2	2.93%	
3	4.79%	
4	5.85%	
5	11.70%	
6	7.71%	<b>36.17%</b> Detractors
7	14.10%	
8	20.74%	<b>34.84%</b> Passives
9	10.90%	
10	18.09%	<b>28.99%</b> Promoters

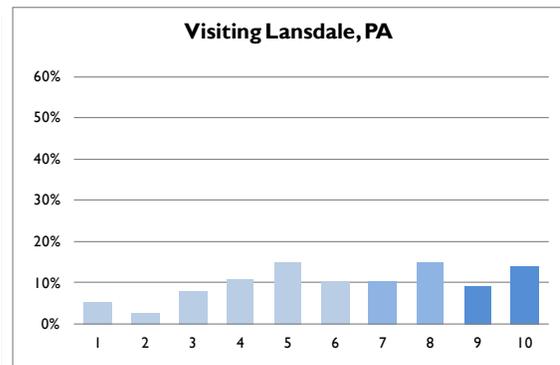


**OBSERVATIONS:**

- Promoters for Lansdale currently make up a little less than one third of its base. This segment is actively and deliberately selling your community as a place to live. Lansdale has a high percentage of Detractors, which may serve as a hurdle to implementing a new brand.
- About one-third of respondents represent Passives, presenting a great opportunity for conversion by leveraging the new brand.

**Visiting:**

Visiting Lansdale, PA		
1	5.11%	
2	2.69%	
3	7.80%	
4	10.75%	
5	15.05%	
6	10.22%	<b>51.61%</b> Detractors
7	10.22%	
8	15.05%	<b>25.27%</b> Passives
9	9.14%	
10	13.98%	<b>23.12%</b> Promoters

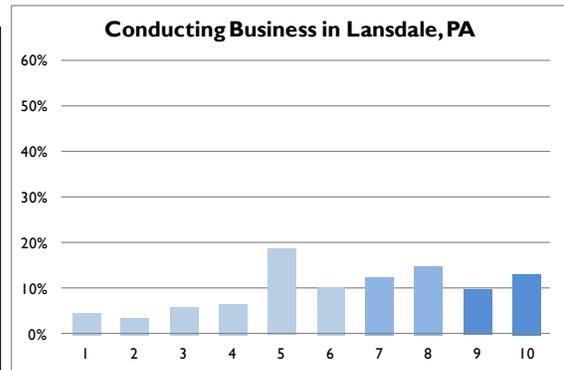


**OBSERVATIONS:**

- When promoting Lansdale for tourism, half of Lansdale's population represents Detractors. They are unlikely to serve as brand advocates toward Lansdale. Less than one-fourth represent Promoters of Lansdale.
- Arm Promoters with information about Lansdale that they will eagerly share. Converting Passives to Promoters will help equalize (and perhaps convert) the voices of Detractors.

### Conducting business:

Conducting Business in Lansdale, PA		
1	4.57%	
2	3.49%	
3	5.91%	
4	6.72%	
5	18.82%	
6	10.22%	49.73% Detractors
7	12.63%	
8	14.78%	27.42% Passives
9	9.68%	
10	13.17%	22.85% Promoters



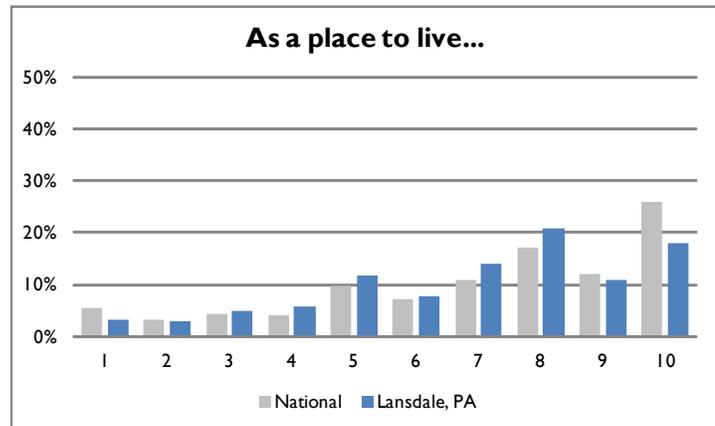
### OBSERVATIONS:

- Nearly half of respondents are Detractors of conducting business in Lansdale, suggesting a weak base of advocates and champions for your community. Using the brand to highlight strengths of conducting business in Lansdale will prove beneficial.

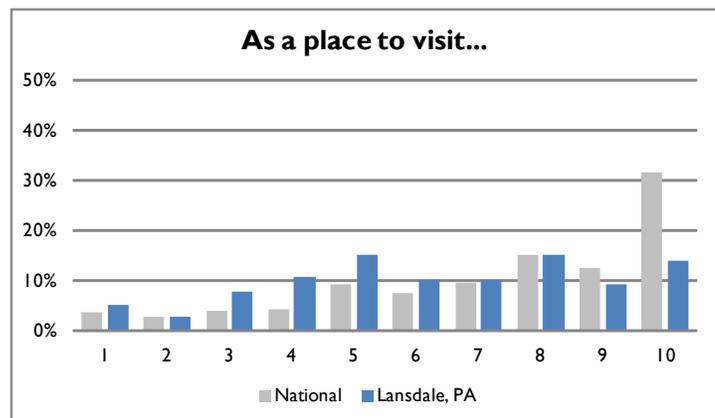
## COMPARISON RESULTS | BY NUMBERED RESPONSE

The charts below allow comparison of numbered responses between Lansdale residents and the national sample in each of the categories tested (living, visiting and conducting business). They illustrate how many respondents selected each individual number as their response choice. For example, 3.34% of all respondents in the national sample selected “2”, when recommending their city as a place to live. (On a scale of 1 to 10 with 1 being "not at all likely" and 10 being "extremely likely.")

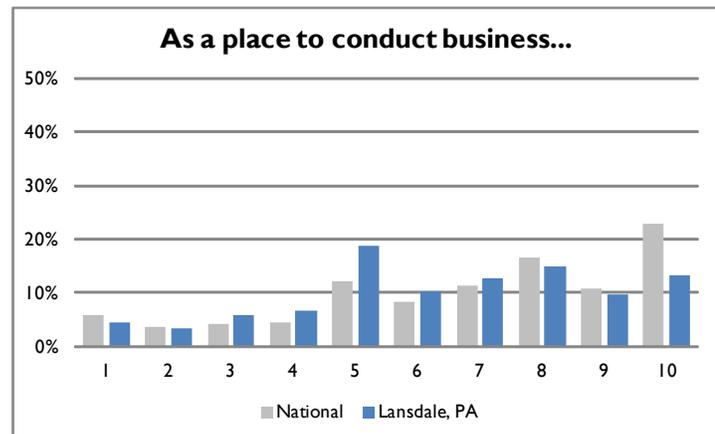
Living in Your City		
	National	Lansdale, PA
1	5.40%	3.19%
2	3.34%	2.93%
3	4.47%	4.79%
4	3.95%	5.85%
5	9.78%	11.70%
6	7.07%	7.71%
7	10.79%	14.10%
8	17.04%	20.74%
9	12.11%	10.90%
10	25.97%	18.09%



Visiting Your City		
	National	Lansdale, PA
1	3.59%	5.11%
2	2.80%	2.69%
3	3.81%	7.80%
4	4.23%	10.75%
5	9.29%	15.05%
6	7.43%	10.22%
7	9.63%	10.22%
8	14.99%	15.05%
9	12.33%	9.14%
10	31.69%	13.98%



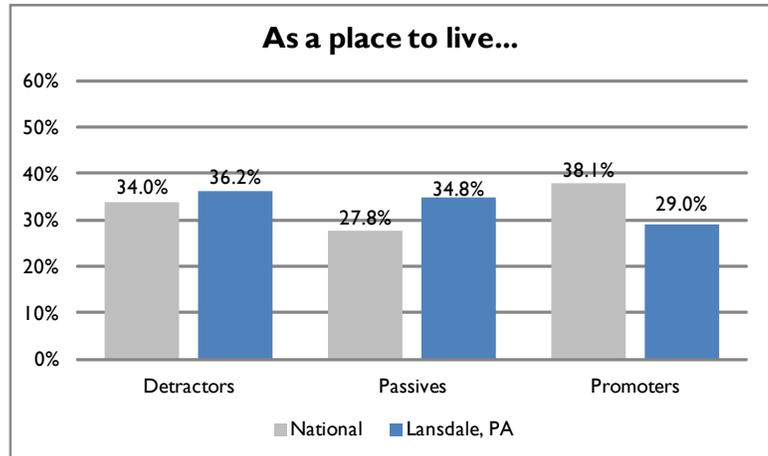
Conducting Business in Your City		
	National	Lansdale, PA
1	5.95%	4.57%
2	3.61%	3.49%
3	4.16%	5.91%
4	4.46%	6.72%
5	12.05%	18.82%
6	8.19%	10.22%
7	11.35%	12.63%
8	16.55%	14.78%
9	10.86%	9.68%
10	22.98%	13.17%



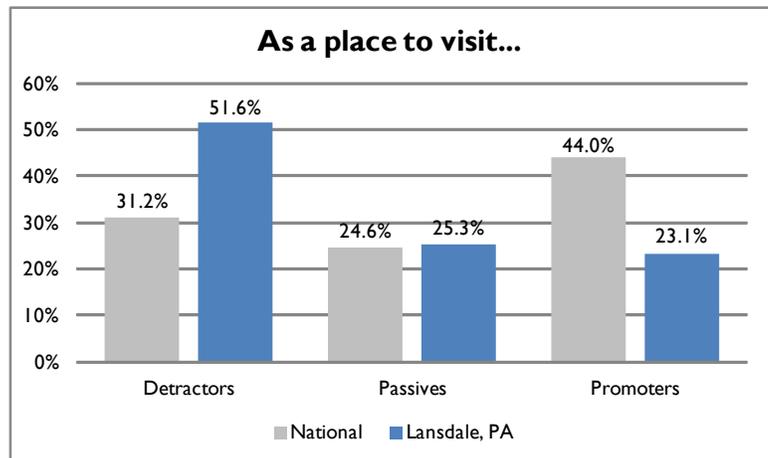
## COMPARISON RESULTS | PROMOTERS, PASSIVES & DETRACTORS

The charts below allow comparison of responses between Lansdale residents and the national sample as it relates to the delivery of Detractors, Passives and Promoters in each of the categories tested – living, visiting and conducting business.

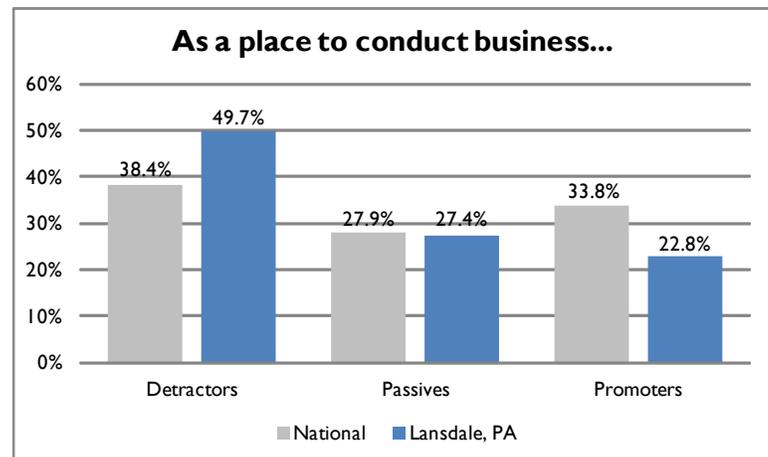
As a Place to Live		
	National	Lansdale, PA
Detractors	34.0%	36.2%
Passives	27.8%	34.8%
Promoters	38.1%	29.0%



As a Place to Visit		
	National	Lansdale, PA
Detractors	31.2%	51.6%
Passives	24.6%	25.3%
Promoters	44.0%	23.1%



As a Place to Conduct Business		
	National	Lansdale, PA
Detractors	38.4%	49.7%
Passives	27.9%	27.4%
Promoters	33.8%	22.8%

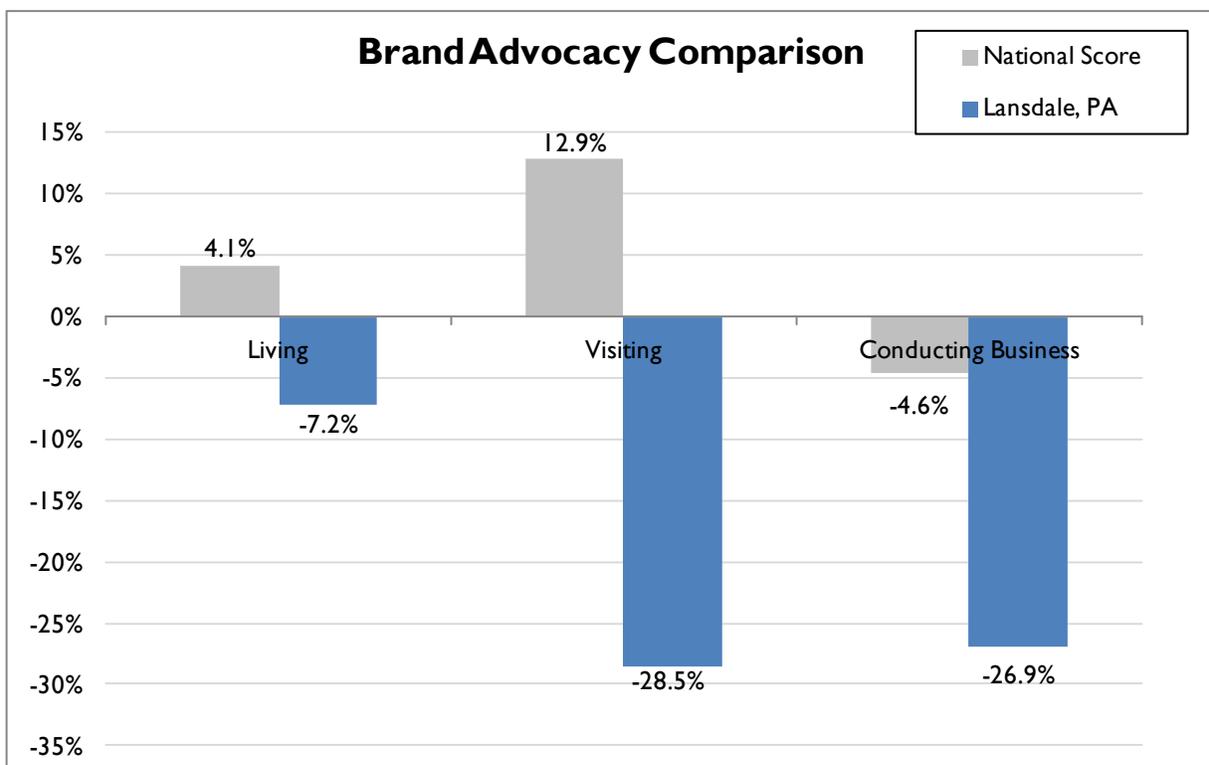


## COMPARISON RESULTS | BRAND ADVOCACY SCORES

The chart below illustrates Brand Advocacy scores for Lansdale and at the national level in the categories tested – living, visiting and conducting business.

**Brand Advocacy Score = % Promoters – % Detractors**

	National Score	Lansdale, PA
Living	4.07%	-7.18%
Visiting	12.86%	-28.49%
Conducting Business	-4.59%	-26.88%



### OBSERVATIONS:

- When removing the Passives category, Lansdale underperforms against the national average in all three categories. The scores represent a distinct need for branding efforts across the community as the Borough begins to shape its reputation and offerings in the minds of residents.

## COMMUNITY TAPESTRY STUDY

### *An Introduction to Community Tapestry™*

For the past 30 years, companies, agencies and organizations have used segmentation to divide and group their markets to more precisely target their best customers and prospects. This targeting method is superior to using “scattershot” methods that might attract these preferred groups. Segmentation explains customer diversity, simplifies marketing campaigns, describes lifestyle and lifestage of the residents and consumers and incorporates a wide range of public and private data.

Segmentation systems operate on the theory that people with similar tastes, lifestyles and behaviors seek others with those same tastes (hence the phrase “like seeks like”). These behaviors can be measured, predicted and targeted. The Community Tapestry™ segmentation system combines the *who* of lifestyle demography with the *where* of local neighborhood geography to create a model of various lifestyle classifications or segments of actual neighborhoods, identifying distinct behavioral market segments.

Based on the foundation of proven segmentation methodology introduced more than 30 years ago, the Tapestry system classifies U.S. neighborhoods into 12 larger LifeMode groups and within those 12 larger groups, 65 more distinct market segments. Neighborhoods with the most similar characteristics are grouped together while neighborhoods showing divergent characteristics are separated.

Understanding your customers (residents and visitors), knowing customers’ shopping patterns, assessing the media preferences of customers, cross-selling to customers, and successfully retaining existing customers for a lifetime are just some activities that are supported by mining customer files. Some of these marketing activities include:

- Customer profiling
- Media targeting
- Direct mail
- Site analysis.

The customer profiles reveal the demographics, lifestyles and product preferences of a community’s consumers. Consumers can be visitors, residents or businesses, anyone who actively buys or sells goods in the city. By understanding who its customers are, more appropriate responses can be formed to address their needs with better messaging, products and services.

Said simply, the more you can learn about your customers (in this case your residents and visitors), the better you can serve them, keep them and find more like them.

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## **Purpose**

A Community Tapestry Study was conducted to understand the target audience's lifestyle in detail. This included complete profiling reports for Lansdale residents and a Regional Profile, which consisted of Chester County, Bucks County, Delaware County, Montgomery County, and Philadelphia County, PA.

## **Methodology & Results**

Tapestry represents the fourth generation of market segmentation systems that began 30 years ago. This powerful tool classifies U.S. neighborhoods in several ways, including:

- LifeMode Groups:
  - 12 summary groups based on lifestyle and lifestage
  - Members share an experience (being born in the same time period, facing the same lifestage, having a certain level of affluence, etc.)
- Community Tapestry Segments:
  - 65 groups based on sociographic and demographic composition
  - Considers income, occupation, educational attainment, ethnic origin, household composition, marital/living arrangements, patterns of migration, mobility and communication, lifestyle and media patterns
  - Most distinct level of segmentation

The results from the Tapestry studies can be classified into two main reports:

- Who Report:
  - Profiles the demographic and lifestyle segmentation of the population
  - Classifies the population in each of the ways outlined above and indexes the population under study against national averages
- What Report:
  - Provides a detailed profile of the core population for 37 separate lifestyle and media groups in over 2,200 sub-categories
  - Each category is indexed against the average U.S. resident to determine whether a member of the population under study is more or less likely to exhibit the specific behavior

Key findings from the Community Tapestry reports are shown on the following pages.

For the comprehensive Tapestry Who and What reports, please refer to the Final BrandPrint CD. For further explanation of any data or methodologies used to analyze the Tapestry reports, please refer to the supplemental Community Tapestry Poster and to this link:

<http://www.esri.com/library/brochures/pdfs/tapestry-segmentation.pdf>

## COMMUNITY TAPESTRY SEGMENT BREAKDOWN BY LIFEMODE GROUP

The following chart lists all 65 Tapestry Segments under their respective LifeMode Group. The percentages listed are representative of the entire United States and not your community. As you read about Lansdale's Segments in the following pages, use the table below as a guide when matching those Segments with their corresponding LifeMode Groups.

For a detailed description of LifeMode groups as well as Tapestry Segments, see the handbook available at <http://www.esri.com/library/brochures/pdfs/tapestry-segmentation.pdf>

SEGMENT BREAKDOWN BY LIFEMODE GROUP	% of U.S. Pop.
<b>L1. High Society</b>	<b>12.7%</b>
01 Top Rung	0.7%
02 Suburban Splendor	1.7%
03 Connoisseurs	1.4%
04 Boomburbs	2.2%
05 Wealthy Seaboard Suburbs	1.4%
06 Sophisticated Squires	2.7%
07 Exurbanites	2.5%
<b>L2. Upscale Avenues</b>	<b>13.8%</b>
09 Urban Chic	1.3%
10 Pleasant-Ville	1.7%
11 Pacific Heights	0.6%
13 In Style	2.5%
16 Enterprising Professionals	1.7%
17 Green Acres	3.2%
18 Cozy and Comfortable	2.8%
<b>L3. Metropolis</b>	<b>5.3%</b>
20 City Lights	1.0%
22 Metropolitans	1.2%
45 City Strivers	0.7%
51 Metro City Edge	0.9%
54 Urban Rows	0.3%
62 Modest Income Homes	1.0%
<b>L4. Solo Acts</b>	<b>6.8%</b>
08 Laptops and Lattes	1.0%
23 Trendsetters	1.1%
27 Metro Renters	1.3%
36 Old and Newcomers	2.0%
39 Young and Restless	1.4%
<b>L5. Senior Styles</b>	<b>12.4%</b>
14 Prosperous Empty Nesters	1.8%
15 Silver and Gold	1.0%
29 Rustbelt Retirees	2.1%
30 Retirement Communities	1.5%
43 The Elders	0.6%
49 Senior Sun Seekers	1.2%
50 Heardand Communities	2.2%
57 Simple Living	1.4%
65 Social Security Set	0.6%
<b>L6. Scholars &amp; Patriots</b>	<b>1.4%</b>
40 Military Proximity	0.2%
55 College Towns	0.8%
63 Dorms to Diplomas	0.4%
<b>L7. High Hopes</b>	<b>4.1%</b>
28 Aspiring Young Families	2.4%
48 Great Expectations	1.7%

SEGMENT BREAKDOWN BY LIFEMODE GROUP	% of U.S. Pop.
<b>L8. Global Roots</b>	<b>8.2%</b>
35 International Marketplace	1.3%
38 Industrious Urban Fringe	1.5%
44 Urban Melting Pot	0.7%
47 Las Casas	0.8%
52 Inner City Tenants	1.5%
58 NeWest Residents	0.9%
60 City Dimensions	0.9%
61 High Rise Renters	0.7%
<b>L9. Family Portrait</b>	<b>7.8%</b>
12 Up and Coming Families	3.4%
19 Milk and Cookies	2.0%
21 Urban Villages	0.8%
59 Southwestern Families	1.0%
64 City Commons	0.7%
<b>L10. Traditional Living</b>	<b>8.8%</b>
24 Main Street, USA	2.6%
32 Rustbelt Traditions	2.8%
33 Midlife Junction	2.5%
34 Family Foundations	0.9%
<b>L11. Factories &amp; Farms</b>	<b>9.5%</b>
25 Salt of the Earth	2.8%
37 Prairie Living	1.0%
42 Southern Satellites	2.7%
53 Home Town	1.5%
56 Rural Bypasses	1.5%
<b>L12. American Quilt</b>	<b>9.3%</b>
26 Midland Crowd	3.7%
31 Rural Resort Dwellers	1.6%
41 Crossroads	1.5%
46 Rooted Rural	2.4%

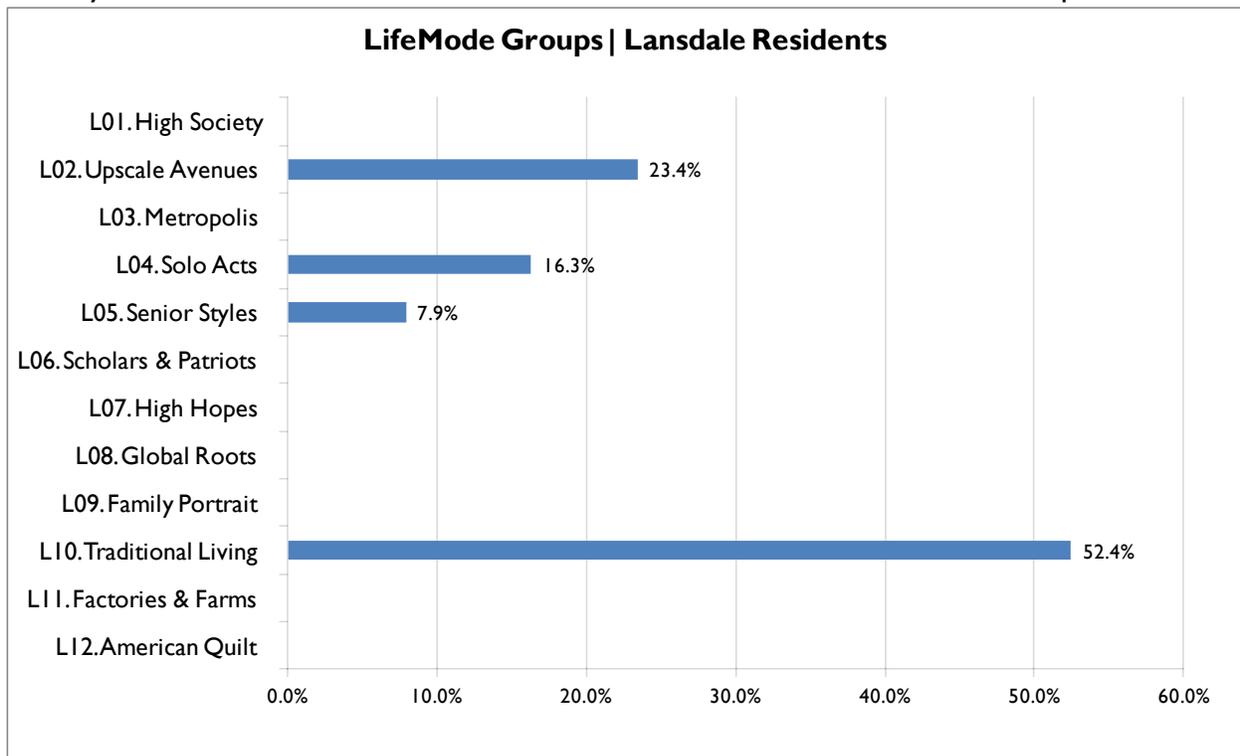


## COMMUNITY TAPESTRY WHO REPORT | LIFEMODE GROUPS

The charts below highlight some of the key findings about Lansdale Resident Profile and the Regional Profile as they relate to LifeMode Groups. Remember, members in a LifeMode Group share an experience such as being born in the same time period, facing the same lifestage, having a certain level of affluence, etc.

The number in front of each LifeMode corresponds with the LifeMode Group designation outlined on the community Tapestry Poster. Please refer to the Community Tapestry Poster that North Star provided for more in-depth information on each LifeMode Group. The indexing system you will see referenced below has the U.S. average sitting at 100. Therefore, any index above 100 indicates that Lansdale is delivering above the U.S. average in that LifeMode or Tapestry Segment.

Below you can see how Lansdale residents are divided into the 12 LifeMode Groups.



**OBSERVATIONS:** Lansdale residents are segmented between four LifeMode Groups. A little over half fall into *Traditional Living*, and the remainder into *Upscale Avenues*, *Solo Acts*, and *Senior Styles*.

Top Resident LifeMode Groups: The U.S. average sits at 100.

**Traditional Living (52.4%) – Indexed 602 against the U.S. average**

- What most consider Middle America; hardworking, settled families.
- Earn a modest living and typically own single-family homes in more established communities.
- Median age is 37, which conveys residents' lifestage – older residents completing child rearing responsibilities and looking forward to retirement.

- They buy standard, four-door American cars, belong to veterans' clubs and fraternal organizations, take care of their homes and gardens, and rely on traditional media such as newspapers for their news.

***Upscale Avenues (23.4%) – Indexed 168 against the U.S. average***

- Many are well educated with above average earnings and are successful from years of hard work.
- Median household income is \$65,000+ and median net worth is \$153,000+.
- Prosperous domesticity also characterizes the lifestyle in Upscale Avenues.
- They invest in their homes; the owners work on landscaping and home remodeling projects, and the renters buy new furnishings and appliances.
- They play golf, lift weights, go bicycling, and take domestic vacations.
- Although they are partial to new cars, they also save and invest their earnings.

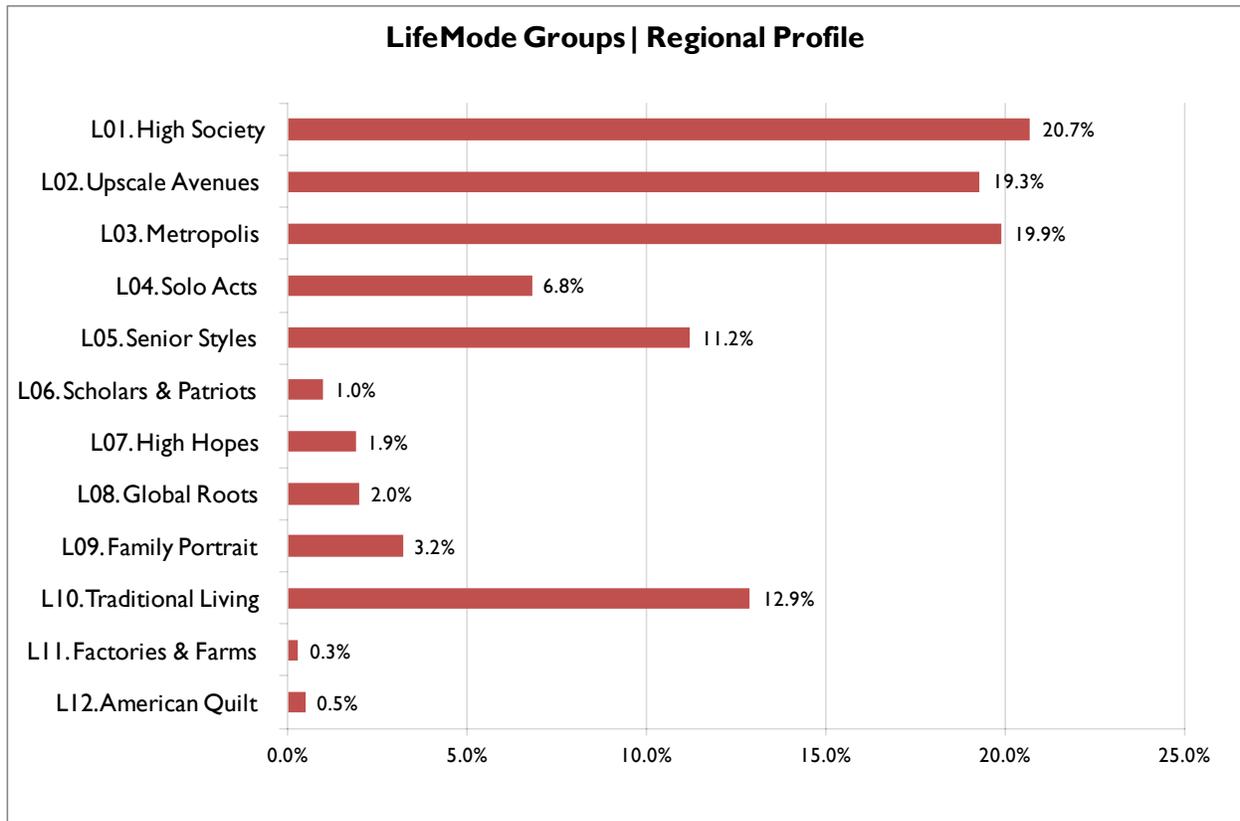
***Solo Acts (16.3%) – Indexed 240 against the U.S. average***

- Their incomes reflect their employment experience, ranging from a low median of \$39,800 among the newest households to approximately \$87,000 among established singles.
- Residents of the Solo Acts summary group segments are singles who prefer city life.
- Residents of this group tend to be well educated, working professionals who are either attending college or already hold a degree.
- Solo Acts' residents are moving into major cities such as New York City; Chicago; Washington, D.C.; Boston; Los Angeles; and San Francisco.
- With considerable discretionary income and few commitments, their lifestyle is urban, including the best of city life – dining out, attending plays and concerts, and visiting museums – and, for a break from constant connectivity, extensive travel domestically and abroad.

***Senior Styles (7.9%) – Indexed 64 against the U.S. average***

- More than 14.4 million households comprise Tapestry's largest summary group
- Incomes in this group cover a wide range, but the median is \$40,000
- Younger, more affluent seniors, freed of child rearing responsibilities, are traveling and relocating to warmer climates
- Less affluent, settled seniors are looking forward to retirement and remaining in their homes.
- Residents in some of the older, less privileged segments live alone and collect Social Security and other benefits. Their choice of housing depends on their income. This group may reside in single-family homes, retirement homes, or highrises.
- Golf is their favorite sport; they play and watch golf on TV. They read the newspaper daily and prefer to watch news shows on television.
- Although their use of the Internet is nearly average, they are more likely to shop through QVC than online.

The following chart examines the LifeMode breakout of your Regional Profile - Chester County, Bucks County, Delaware County, Montgomery County, and Philadelphia County, PA.



**OBSERVATIONS:** The Regional Profile represents every LifeMode group. This is typical because of the larger population sample.

Top Regional LifeMode Groups: The U.S. average sits at 100.

**High Society (20.7%) – Indexed 163 against the U.S. average**

- The markets in High Society are affluent and well educated.
- The median household income for this group, \$94,000, is almost twice that of the national median.
- Most households are married-couple families residing in affluent neighborhoods where the median home value approaches \$290,000.
- Residents of High Society are affluent and active—financially, civically, and physically. They participate in a wide variety of public activities and sports and travel extensively.
- Try the Internet or radio instead of television to reach these markets.

**Metropolis (19.9%) – Indexed 380 against the U.S. average**

- Those living in larger cities tend to own fewer vehicles and rely more on public transportation; however, workers in most of the Metropolis Segments commute to service-related jobs.
- The median household income of the group is \$37,000.
- Their lifestyle is also uniquely urban and media oriented.

- They like music, especially urban and contemporary formats, which they listen to during their commutes. They watch a variety of TV programs, from news to syndicated sitcoms, and would rather see movies than read books.
- The Metropolis group reflects the segments' diversity in housing, age, and income. For example, ages among the segments range from Generation Xers to retirees; households include married couples with children and single parents with children.
- Employment status also varies from well-educated professionals to unemployed.

***Upscale Avenues (19.3%) – Indexed 139 against the U.S. average***

- See page 40 for description.

***Traditional Living (12.9%) – Indexed 148 against the U.S. average***

- See page 39 for description.

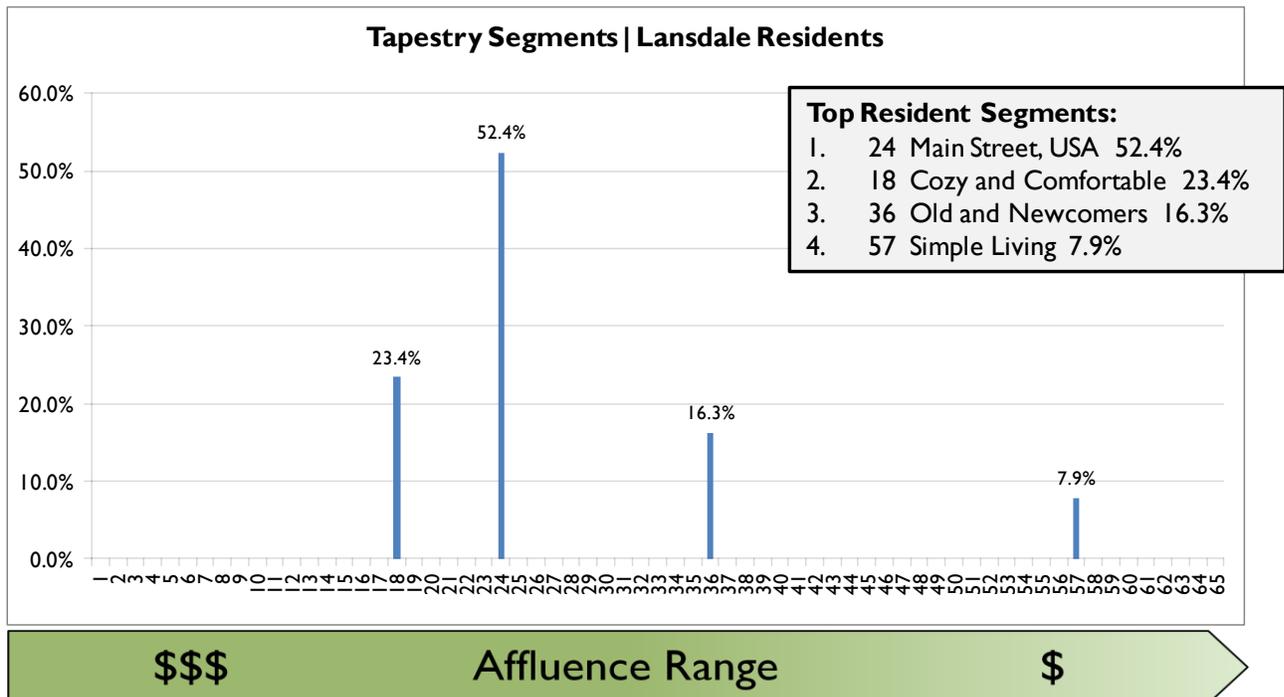
***Senior Styles (11.2%) – Indexed 91 against the U.S. average***

- See page 40 for description.

## COMMUNITY TAPESTRY WHO REPORT | COMMUNITY TAPESTRY SEGMENTS

Community Tapestry Segments are the most distinct level of segmentation within the Tapestry System, dividing members of a population into 65 groups based on sociographic and demographic composition. Tapestry Segments take into consideration things like income, occupation, educational attainment, ethnic origin, household composition, marital/living arrangements, patterns of migration, mobility, communication and lifestyle and media patterns.

The chart below illustrates delivery within all the Segments for Lansdale residents. The Segments are organized by level of affluence – Segment One is the most affluent and Segment 65 is the least affluent Segment.



**OBSERVATIONS:** The Lansdale Resident Segment Profile represents few segments. This suggests that Lansdale residents are similar in lifestyles and preferences.

Top Resident Segment Descriptions: The U.S. average sits at 100.

### **24 Main Street, USA (52.4%) – Indexed 2,031 against the U.S. average**

- A mix of household types, similar to that of the U.S. distribution, and a median age of 36, also similar to U.S. median age.
- Median HHI is \$50,400.
- Residents of Main Street, USA are active in their communities, taking part in fundraisers and volunteer programs, taking day trips to beach, theme parks or the zoo.
- For leisure, they enjoy dinner and a movie. Favorite restaurants include Applebee's, Outback and Red Lobster.
- They use internet for games, searching for employment and shopping.
- As owners of older homes, householders invest in improvement projects. They prefer to complete the jobs themselves with tools purchased at Lowe's or Home Depot.

**18 Cozy and Comfortable (23.4%) – Indexed 829 against the U.S. average**

- Middle-aged, married couples settled in single-family homes in older neighborhoods.
- Median age is 40.4 and median HHI is \$61,000.
- Located mainly in suburban areas in the Midwest and Northeast.
- Prefer mutual funds and consult financial planners. Home improvement jobs, including lawn care, are important to the Cozy and Comfortable segment.
- Leisure time includes golf.
- While most of them own computers, owning the latest technology is not a high ranking priority. Television is much more important and many households own four or more TVs.

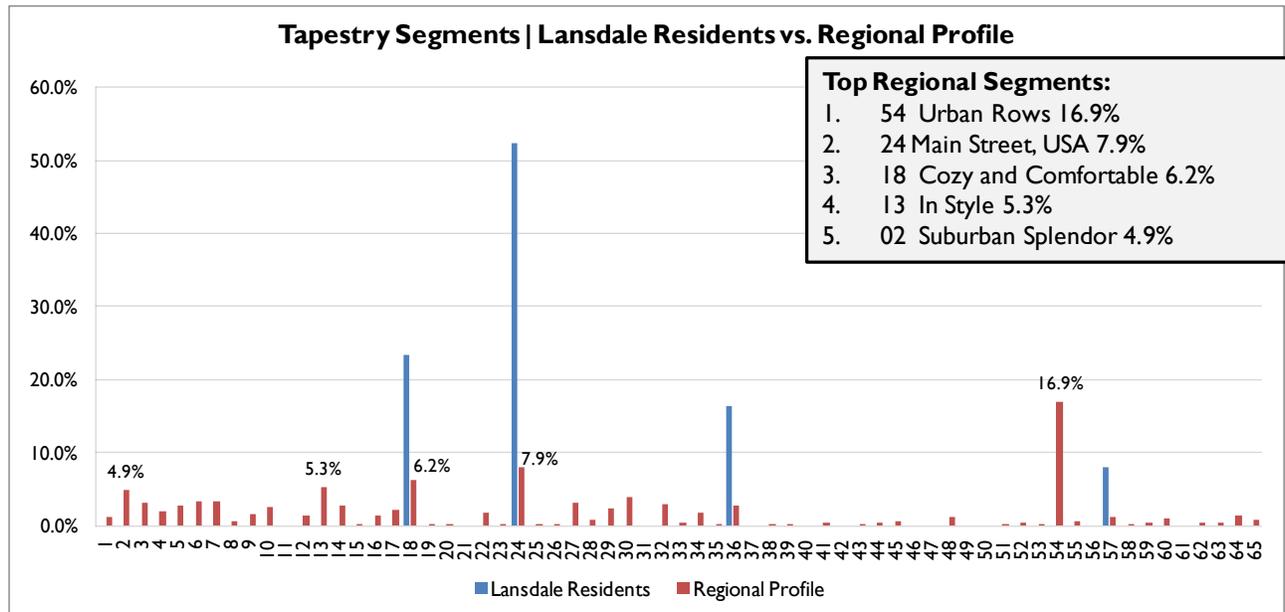
**36 Old and Newcomers (16.3%) – Indexed 840 against the U.S. average**

- The Old and Newcomers neighborhoods are in transition, populated by renters who are starting their careers or retiring.
- Householders are either in their twenties or over 75, the median age is 36 years.
- The median HHI is \$40,400.
- Purchasing preferences reflects their unencumbered lifestyles.
- Compact cars are popular to fit the needs of the nonfamily households.
- They love reading books and have the highest readership of any segment. They also enjoy going to the movies and renting movies.
- They play racquetball and golf, as well as jogging or walking.
- Age is not always obvious from their choices.

**57 Simple Living (7.9%) – Indexed 561 against the U.S. average**

- Median age is 39.5 and median HHI is \$26,800.
- Almost one third are 65 years or older.
- Enjoy hunting, fishing, softball, and volleyball.
- Young residents enjoy dancing and nightclubs while older residents enjoy bingo nights and hobbies like photography.
- Spend wisely on restricted budget. Shop at discount stores for the essentials.
- Do not own PCs, cell phones or DVD players.

The following chart examines the Segment breakout of your Regional Profile compared to residents.



**OBSERVATIONS:** The Regional Profile Segment Breakout shows the Regional Profile, which represents a greater range of lifestyles and lifestages than the Resident Profile, skewing to the left, more affluent side of the chart.

*Top Regional Tapestry Segments: The U.S. average sits at 100.*

**54 Urban Rows (16.9%) – Indexed 4,891 against the U.S. average**

- Single and married couples each make up more than one-quarter of the population, but the single-parent households, many with adult children, cause the low median age of 33 years.
- Many households are multigenerational and the grandparents are caregivers. Almost 70% are black.
- The median HHI is \$28,500; lowest for education attainment with 38% not finishing high school.
- Homes are located in large, mid-Atlantic cities.
- For many, home repairs are necessary but unaffordable.
- Most do not have washing machines, air conditioning or the internet.
- The younger homes enjoy watching and playing basketball.



**24 Main Street, USA (7.9%) – Indexed 305 against the U.S. average**

- See page 43 for full description.

**18 Cozy and Comfortable (6.2%) – 219 against the U.S. average**

- See page 44 for full description.



**13 In Style (5.3%) – Indexed 214 against the U.S. average**

- Professional couples who live in the suburbs but favor the lifestyle of city dwellers.
- Median age is 37.8 and median HHI is \$65,000+.
- Physical fitness is an integral part of their lifestyle with many participating in Weight Watchers and exercise programs.
- They enjoy dining out at The Cheesecake Factory and Chili’s Grill and Bar, watching E! and the Golf Channel, traveling domestically, and going to rock concerts and live theater shows.

**02 Suburban Splendor (4.9%) – Indexed 279 against the U.S. average**

- Maturing families, married with adolescent children and living in growing neighborhoods.
- Median age is 40 and median HHI is \$114,000.
- This segment exhibits little diversity with a predominantly white population.
- Homes feature the latest amenities and home design elements such as spas and hardwood flooring.
- Free time is devoted to family, travel and self-improvement pursuits such as physical fitness, reading, and visits to museums.
- Travel extensively domestically and internationally.
- Shop at high-end retailers such as Nordstrom, Lord & Taylor, etc.
- Technologically savvy and use the internet to check stocks and make purchases.



## COMMUNITY TAPESTRY WHO REPORT | TOP TAPESTRY SEGMENTS

The charts below highlight the top Tapestry Segments for the Lansdale Resident Profile and for the Regional Profile. While the Regional Profile is represented in more segments, the two profiles only share two segments in common.

	Residents		Regional Profile	
1	24 Main Street, USA	52.4%	54 Urban Rows	16.9%
2	18 Cozy and Comfortable	23.4%	24 Main Street, USA	7.9%
3	36 Old and Newcomers	16.3%	18 Cozy and Comfortable	6.2%
4	57 Simple Living	7.9%	13 In Style	5.3%
5			02 Suburban Splendor	4.9%
6			30 Retirement Communities	3.9%
7			06 Sophisticated Squires	3.3%
8			07 Exurbanites	3.3%
9			03 Connoisseurs	3.2%
10			27 Metro Renters	3.2%

**OBSERVATIONS:** Only two of the Segments are shared between the two profiles, suggesting reasonable variations in lifestyles, lifestages and affluence levels. Serving the needs and wants of residents will differ from those of potential nearby visitors.

## COMMUNITY TAPESTRY WHAT REPORT | UNDERSTANDING THE WHAT REPORT

The Lansdale Resident and Regional What Reports can be found in their entirety on the BrandPrint CD. The information below (and on the following pages) can be used as a guide to help you more fully understand the What Reports. When used correctly, this report will help you gain a much deeper understanding of the resident and regional populations and serve as a valuable tool for economic development.

We encourage you to familiarize yourself with the What Reports and challenge economic development entities to focus recruitment efforts on businesses frequented by populations with the same demographic composition as Lansdale.

As explained previously, the Tapestry What Report provides a detailed analysis of the audience under study for 37 separate Lifestyle and Media groups (see list below) in over 2,200 categories. Lifestyle and media groups are very broad (“Shopping”) while sub-categories are much more specific (“shopped at The Gap in the past 3 months”).

Complete list of all Tapestry Lifestyle and Media groups:

- Apparel
- Appliances
- Attitudes
- Automobiles
- Automotive/Aftermarket
- Baby Products
- Beverage Alcohol
- Books
- Cameras
- Civic Activities
- Convenience Stores
- Electronics
- Financials
- Furniture
- Garden Lawn
- Grocery
- Health
- Home Improvement
- Insurance
- Internet
- Leisure
- Mail/Phone/Yellow Pages
- Watch
- Read
- Listen
- Personal Care
- Pets
- Restaurant
- Shopping
- Smoking
- Sports
- Telephone
- Tools
- Toys/Games
- Travel
- Video/DVDs
- Miscellaneous

## COMMUNITY TAPESTRY WHAT REPORT | READING THE WHAT REPORT CHARTS

All categories are indexed against the national average of people who exhibit that certain lifestyle trait. An index of 100 is average, thus anything above an index of 100 is above average and anything below an index of 100 is below average. The sample below is pulled from the Lansdale Resident What Report and can help you understand this indexing system.

As an example, your residents index 505 in shopping at Fred Meyer within the last six months. This means your residents are almost 5.05 times more likely to shop at Fred Meyer than the U.S. average.

Economic development entities in your community can use this information as a sales tool to recruit potential businesses with cold hard numbers. Let's return to the Fred Meyer example: If Lansdale currently has a Fred Meyer operating within its Borough limits, you are satisfying your residents' desire to shop at this grocery store. However, if for some reason Lansdale is without a Fred Meyer, you can use this information to entice Fred Meyer to open a location within the city limits. Businesses will be more likely to partner with Lansdale if they are given data to support such a decision.

<b>Grocery</b>	<b>Index</b>
Shopped at grocery store/6 mo: Fred Meyer	505
Shopped at grocery store/6 mo: Acme	480
Shopped at grocery store/6 mo: Giant	201
Shopped at grocery store/6 mo: Pathmark	51
Shopped at grocery store/6 mo: Piggly Wiggly	22

The logo for Fred Meyer, featuring the brand name in a bold, red, sans-serif font. The 'F' and 'M' are significantly larger than the other letters, and a registered trademark symbol (®) is located at the end of the word 'Meyer'.

**Note:** *The brands mentioned in the What Reports that follow may not be present in the Lansdale area. Although these national brands may not be present in the area, seeking similar brands will be beneficial.*

## COMMUNITY TAPESTRY WHAT REPORT | RESIDENT WHAT REPORT

Below you will find a summary of the What Report for Lansdale residents. The following pages contain selected charts that highlight some of your residents' key preferences. For all of the results from the Tapestry What Reports, refer to the Final BrandPrint CD.

### Summary of Resident What Report:

#### **Middle income levels and urban sensibilities influence preferences:**

- **Grocery:** Residents of Lansdale are very likely to grocery shop at grocery stores like Fred Meyer, Acme, and Giant. They are unlikely to shop at Pathmark or Piggly Wiggly.
- **Leisure:** Residents are very likely to have gambled in Atlantic City in the last 12 months, to dine out two to three times a month, to buy lottery tickets, and to have gambled at a casino in general in the past 12 months. They are unlikely to participate in woodworking.
- **Watch:** Very likely to watch the Independent Film Channel, NBC Sunday Today, QVC, and Desperate Housewives. Unlikely to use Dish Network.
- **Read:** Lansdale residents are likely to read two or more Sunday newspapers, to read motorcycle magazines, two or more daily newspapers, and to read the inserts and fliers in the newspaper. They are unlikely to read airline magazines.
- **Listen:** Lansdale residents are likely to listen to jazz, classic rock, and adult contemporary radio stations. They are not likely to listen to gospel or Hispanic radio stations.

### Example charts from the Resident What Report:

Grocery	Index
Shopped at grocery store/6 mo: Fred Meyer	505
Shopped at grocery store/6 mo: Acme	480
Shopped at grocery store/6 mo: Giant	201
Shopped at grocery store/6 mo: Pathmark	51
Shopped at grocery store/6 mo: Piggly Wiggly	22

Leisure	Index
Gambled in Atlantic City in last 12 months	182
Dine out 2-3 times a month	149
Bought lottery ticket in last 12 mo: Daily Drawing	146
Gambled at casino in last 12 months	143
Did woodworking in last 12 months	70




<b>Watch</b>	<b>Index</b>
Watched last week: Independent Film Channel	178
Watch TV aired once/wk: NBC Sunday Today	174
Watched last week: QVC	173
Watch TV aired once/wk: Desperate Housewives	162
HH has satellite dish: Dish Network	50

<b>Read</b>	<b>Index</b>
Read two or more Sunday newspapers	155
Read motorcycle magazines	153
Read two or more daily newspapers	150
Read newspaper: circulars/inserts/fliers	149
Read airline magazines	70

<b>Listen</b>	<b>Index</b>
Radio format listen to: jazz	172
Radio format listen to: classic rock	169
Radio format listen to: adult contemporary	164
Radio format listen to: gospel	55
Radio format listen to: Hispanic	51



## COMMUNITY TAPESTRY WHAT REPORT | REGIONAL PROFILE WHAT REPORT

Below you will find a summary of the What Report for the Regional Profile. The following page contains selected charts that highlight some of the inquirer's key preferences. For all of the results from the Tapestry What Reports, refer to the Final BrandPrint CD.

### Summary of Regional What Report:

**Importance of family, value, convenience, and urban interest influence preferences:**

- **Grocery:** Residents from the Regional Profile are extremely likely to shop at Acme and Pathmark. They are very likely to shop at Giant and Whole Foods Market. They are unlikely, however, to shop at the Wal-Mart Supercenter.
- **Leisure:** The regional profile is likely to have gambled in Atlantic City, to have bought lottery tickets, to have attended a classical music / opera performance, to have attended a dance performance, and to have visited the museum in the last 12 months.
- **Watch:** Likely to watch have watched BET last week, and to watch Maury and Judge Mathis. They are unlikely to have watched CMT last week, and unlikely to use Dish Network.
- **Read:** Likely to read airline magazines, computer magazines, women's fashion magazines, and travel magazines. Unlikely to read fishing / hunting magazines.
- **Listen:** Very likely to listen to gospel, urban, and jazz radio stations. Unlikely to listen to Hispanic or country radio stations.

### Example charts from the Regional What Report:

Grocery	Index
Shopped at grocery store/6 mo: Acme	1998
Shopped at grocery store/6 mo: Pathmark	956
Shopped at grocery store/6 mo: Giant	524
Shopped at grocery store/6 mo: Whole Foods Market	255
Shopped at grocery store/6 mo: Wal-Mart Superctr	70

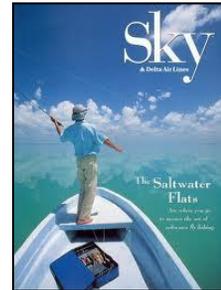
Leisure	Index
Gambled in Atlantic City in last 12 months	559
Bought lottery ticket in last 12 mo: Daily Drawing	231
Attended classical music/opera performance/12 mo	186
Attended dance performance in last 12 months	179
Went to museum in last 12 months	179



<b>Watch</b>	<b>Index</b>
Watched last week: BET (Black Entertainment TV)	395
Watch Syndicated TV (M-F): Maury	353
Watch Syndicated TV (M-F): Judge Mathis	309
Watched last week: CMT (Country Music Television)	65
HH has satellite dish: Dish Network	54

<b>Read</b>	<b>Index</b>
Read airline magazines	186
Read computer magazines	168
Read women`s fashion magazines	165
Read travel magazines	163
Read fishing/hunting magazines	69

<b>Listen</b>	<b>Index</b>
Radio format listen to: gospel	458
Radio format listen to: urban	354
Radio format listen to: jazz	292
Radio format listen to: Hispanic	70
Radio format listen to: country	68



## **ESRI ECONOMIC OPPORTUNITY ANALYSIS**

### ***Purpose***

The Economic Opportunity Analysis is conducted for North Star by the Environmental Systems Research Institute, Inc. (ESRI) – a national leader in business information systems and analysis. The information associated with this analysis, including data on Lansdale and select competitive markets, enable data driven decision making and provide supporting evidence for attracting investment into the community. The analysis consists of four main reports and several sub-reports as described below.

### ***Methodology & Results***

The complete results from the Economic Opportunity Analysis can be found on the BrandPrint CD and should be passed on to economic development entities in the area. All files on the CD include reports for Lansdale and selected competitors including:

- Ambler, PA
- Doylestown, PA
- Montgomeryville, PA
- Phoenixville, PA
- Skippack, PA

**NOTE:** The complete results from the Economic Opportunity Analysis can be found on the BrandPrint CD and should be passed on to economic development entities in the area.

A brief explanation of each report included in the analysis is provided below.

## MARKET PROFILE

The Market Profile Report offers **ECONOMIC BACKGROUND INFORMATION** on Lansdale, providing an overview of key demographic attributes and consumer spending patterns. This set of data should be used in the evaluation process for site selection, market analysis and general trend evaluation. A Graphic Market Profile – with graphic representations of the demographic data – is also included.

- **Lists Lansdale’s economic statistics, demographic statistics and background**
  - Population by individuals, households, families
  - Housing by type, size, year moved in, housing units, home value
  - Age, Income, Ethnicity
  - Employment information by industry and occupation including commute info
- **Lists changes over time (2000, 2010, 2015 projected)**
  - Households by income
  - Population by age, sex, race, employment status
- **Lists consumer spending data**
  - Total, average and spending potential index (SPI) for 14 categories

## BUSINESS SUMMARY

The Business Summary offers information on **SUPPLY** in Lansdale, providing a breakdown of the total number of businesses and employees per industry within 30 different sectors of the marketplace. It also provides a comparison of daytime versus residential population for the given area.

- **Lists numbers of businesses and employees in Lansdale**
  - By industry sector
- **Uses Bureau of Labor Statistics “Infogroup Business Database”**
  - Includes business white and yellow pages, annual reports, SEC information, government data, business magazines, newsletters, newspapers
  - Infogroup does annual telephone verifications with each business

## RETAIL GOODS AND SERVICES EXPENDITURES

The Retail Goods and Services Expenditures Report offers information on **DEMAND** in Lansdale. Focusing on consumer spending patterns of Lansdale’s residents, it looks at the spending potential index, average amount spent, and total amount spent in 12 categories and 74 sub-categories. It details total and average amount per household spent on retail goods and services such as food, apparel, travel and insurance. A spending potential index (SPI) is used to compare the amount spent in the area under study to the U.S. average.

- **Lists Demographic Summary of Lansdale Residents**
  - Population, families, age, income, ethnicity
  - Top Tapestry Segments
- **Lists Consumer expenditures**
  - By average amount spent per household annually

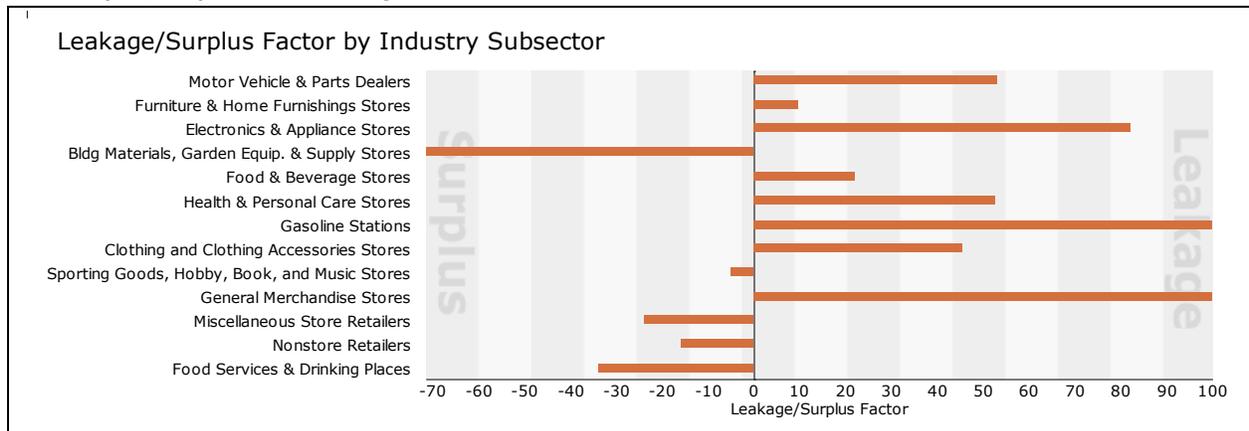
- By Spending Potential Index (SPI), which compares average expenditures for a product locally to the average amount spent nationally
- **Combines Consumer Expenditure Surveys (CEX) with Bureau of Labor Statistics data**

## RETAIL MARKETPLACE PROFILE

The Retail MarketPlace Profile offers information on **SURPLUS AND LEAKAGE**, or comparisons between existing supply and demand in Lansdale. It provides an industry summary, leakage/surplus factor for each industry group and sub-sector, and total supply and demand for each industry sub-sector.

- **Compares demand (retail potential by household) with supply (retail sales to consumers)**
  - Leakage (right, positive) means retail opportunity is leaking outside Lansdale, or Lansdale residents are buying what they need outside of the community (+100 = total leakage)
  - Surplus (left, negative) means Lansdale has a surplus of supply which draws customers in from outside the community (-100 = total surplus)
- **Businesses are classified by primary type of economic activity and organized by North American Industry Classification System (NAICS) codes**
  - NAICS, created by the U.S. Census Bureau

## Summary of Surplus and Leakage Chart



**Observations:** Lansdale has significant leakage in all categories except for Building Materials, Garden Equipment, & Supply Stores; Sporting Goods, Hobby, Book, and Music Stores; Miscellaneous Store Retailers; Non store Retailers; and Food Services & Drinking Places. See the BrandPrint CD for a more detailed chart explaining each category. The significant leakage in Lansdale suggests that residents must seek most supplies outside of Lansdale.

## **DIGITAL BRAND NETWORK—ONLINE REPUTATION MONITORING**

### ***Purpose***

Over the years, brands (of products, of companies, of communities) have transformed from something that identified products to something people identified with. Recently, the evolution of technology, especially internet search engines, blogs, and social media has enabled widespread conversations to take place about brands in online consumer communities. Understanding how these online conversations contribute to reputation is just as important as understanding in-person conversations taking place between consumers.

The purpose of the Digital Brand Network is to gain understanding of the online reputation (“conversations,” or content generated and consumed by people) centered around Lansdale. The Digital Brand Network reveals where online conversations are taking place, the authors of such content, top keywords used online, and whether overall sentiments are positive, negative, or neutral.

In the online space, consumer behavior is content, either created or consumed. Therefore understanding online content (ie. conversations) about a brand allows us to understand consumer behavior around that brand, at least the consumer behavior that is occurring online. And because technology’s evolution has led to new channels, networks, platforms and applications, it has also created an equal amount of new opportunities for understanding and engaging with consumers.

### ***Methodology & Results***

Leveraging proprietary methods that combine the analytical power of several online measurement and monitoring tools, the Digital Brand Network examines online conversation from a one-year time period (March 2011 – February 2012). By examining social media, online news sources, blogs and various other online “places”, the Digital Brand Network identifies user groups, online influencers and the content being generated around Lansdale.

Online behavior is organized into five discrete types: Search, Visit, Mention, Join, and Engage. These behaviors are monitored on the following platforms:

- Blogs (Livejournal, Typepad, etc)
- Message Board/Forum
- Microblogs (Twitter, Plurk, Identi.ca, etc)
- Wiki (sites that allow the public to make changes and updates, such as wikipedia.org)
- Video/Photo Sharing (YouTube, Flickr, etc.)
- Social Network (Ning, Facebook, LinkedIn)
- Mainstream Media (WSJ.com, NYT.com, etc...)
- Classified sites (Craigslist, etc...)
- Review sites (ePinions, etc...)

## DIGITAL BRAND PERFORMANCE

### **Gender of Author**

The Digital Brand Network aims to classify conversationalists online into gender. Where gender can be identified (for example, via Facebook profiles or Twitter content) the author of content about Lansdale will then be categorized male or female.

- Male – 73%
- Female – 27%

### **Top Authors**

Authors of content are those organizations or individuals that are online content creators. News organizations, bloggers, community websites and other authors are frequently included in the Digital Brand Network. The top five authors of content are shown below, in order of amount of content produced.

- Ton Di Domizio
- Keith Heffintrayer
- Lans Reporter
- Dan Sokil
- Lansdale Patch

### **Top Keywords**

Of all the keywords that were searched in a Lansdale context, the top four are below.

- Philadelphia
- School
- Business
- Park

### **Social Media Channels**

Often times, a great deal of content regarding a community can be gathered through social media channels. The top four social media channels are below.

- Twitter – 40%
- Facebook – 16%
- Blogger – 8%
- YouTube – 2%

*Observation:* Twitter and Facebook presents a great opportunity for Lansdale to inject additional positive sentiment surrounding the new brand. Leverage these easy and cost-effective tools to begin shaping the online conversation about mobility in Lansdale.

### **Peak and Decline Months for Conversations about Lansdale**

Below are the months when content generated is at its highest and lowest.

Peak Months:

- August
- September

Decline Months:

- November
- December

**Online Topic Spikes:**

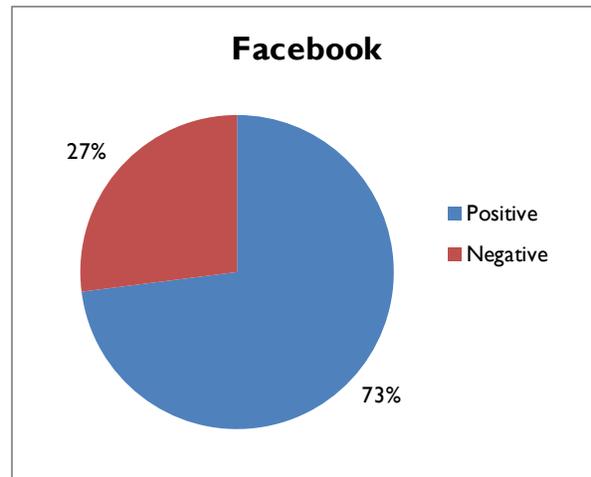
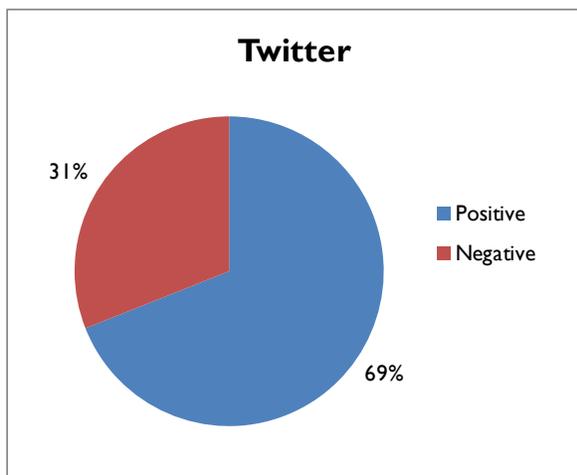
Often times, certain topics (such as popular events or newsworthy occurrences) can increase dramatically content generated around Lansdale. Below are the two occurrences that spiked content.

- Storm in Lansdale
- Flooding interrupting public transportation

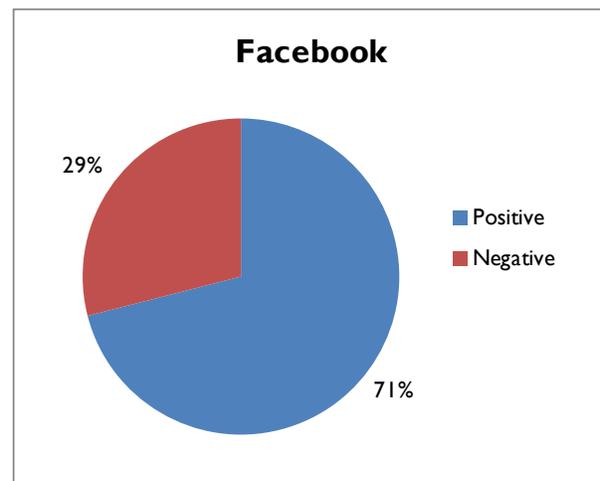
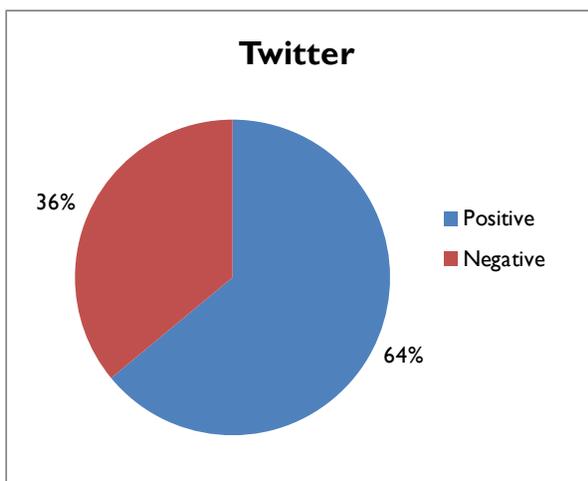
**BRAND SENTIMENT**

The sentiment of online conversation can be gathered using the Digital Brand Network. Sentiment has been measured for online content in three categories: Residents, Visitors and Businesses.

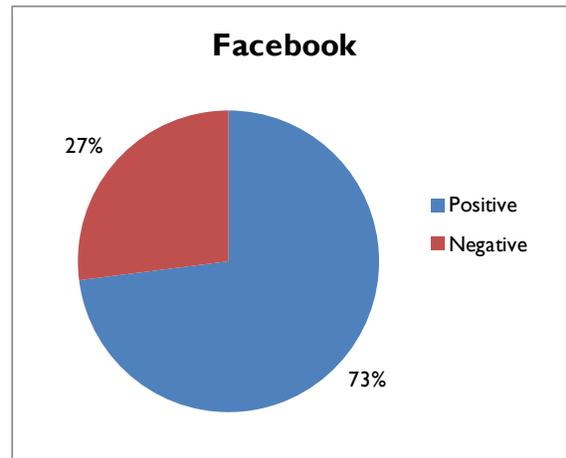
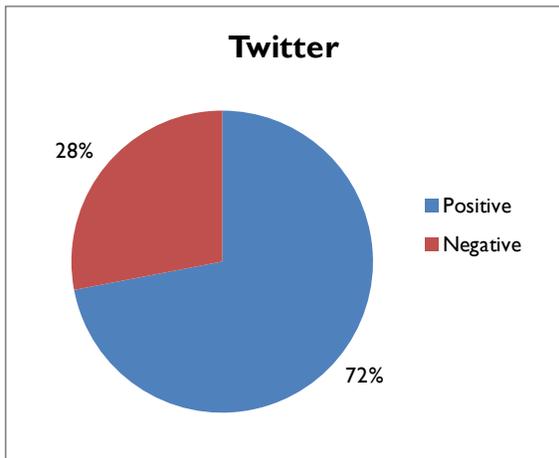
**Visitors:**



**Residents:**



## Businesses:



## INSIGHTS:

Insights can be gleaned from the Digital Brand Network that can help educate and guide online content generation on behalf of Lansdale.

### Visitor Insights:

- Events in Lansdale, such as Bike Night or First Friday, aren't generating much social media activity (both under 200 results a piece). Bike Night is more popular on Facebook, and First Friday is more popular on Twitter. A Facebook promotion that gives away "I like Bike Night" t-shirts to the first 100 new people to like the page would help. Especially if they had to show up at Bike Night to collect! For First Friday, perhaps establishing a hashtag like #FFLansdale and promoting it on First Fridays would encourage people to post more. Tweets with links to updates, event coverage and pictures from prior events may prove popular.
- Lansdale has both a twitter account, and a Facebook account, but both are underutilized. The majority of content is being generated by Lansdale itself. Furthermore, the posts aren't engaging residents or potential tourists. An effort should be made to increase this activity, perhaps by promoting it around the community, and by posts that are more engaging to tourists/residents. Contests are a good way of generating awareness and participation in these channels.
- In looking at how the authors of content tagged their posts, I notice that over 13% of the posts are tagged "Local". Tags provide insight into the meaning of the content, and how the author feels about topic. The high percentage of posts containing the word Lansdale indicate a strong identification with the local area. Perhaps specific campaigns could play off of and encourage more of this: Tag Local, shop local... or tag local eat local. Content creators can submit their content (with the "local" tag) to win prizes.
- The overall level of activity on Facebook suggests it is underperforming, with less than 3,700 mentions in the past year. You'd expect to see many times this amount, for a community of this size. Of course, this points to opportunity. A social media campaign that included businesses, attractions, restaurants, and organizations would be a start.

- Individual businesses can support the community-wide effort by offering coupons or deals for "Likes" or "Follows", or by making existing deals available, via social media, as digital coupons.

### ***Resident Insights:***

- Twitter is a strong channel, with almost 9000 posts (40% of all mentions). A great way to tie all of this activity together would be for the community to establish a hashtag. This would make all of the Lansdale mention very easily searchable for residents and tourist alike to see what is going on in the area in real time.
- The website ActiveRain.com is very popular in the search, with over 300 returns coming from this domain. Most of the returns from this site were geared towards homeowners, talking about selling your home, buying a home, or updating your home or service providers. This would be a great resource for potential or current residents of the Lansdale area. Lansdale may be able to leverage this, with links to and from the site, linking it to the community site <http://www.lansdale.org/>.
- The public library has a blog on which it lists what its new arrivals to the library. This is a very easy way to release information quickly. Perhaps other attractions in the area could follow suit, with a community blog that provides updated information that's useful to residents. All community blogs should be linked and cross promoted with the Lansdale site.

### ***Business Insights:***

- Businesses in Lansdale appear to be heavily engaged with social media, especially on YouTube. These posts come mainly from car dealerships and real estate agents. Perhaps a concerted effort on behalf of the chamber of commerce could get other businesses to join and create a branded YouTube Channel for local business.
- Jobs occur in over 5% of the social media posts. One very active twitter user, @jobs4PHI, is responsible for a good deal of this traffic. They use the hashtags #jobs4u, #jobs, and #PA. This is a great starting point for anyone looking for jobs in Lansdale, and should be used by employers and job seekers alike to aid in finding suitable employees/employment. Since nothing promotes a community like a healthy job market, perhaps the community should get involved in publishing available jobs or highlighting featured available jobs online.
- Restaurants in Lansdale are not performing as well as other businesses, nor are small shops (less than 6%). However, on Yelp.com, the restaurants are all ranked quite highly (4 stars or more), and many have received more than 15 reviews. Increasing activity on social media via a promotional campaign could help drive awareness and trial. Also, a micro site set up to promote, rate and offer reviews on local restaurants may be popular if linked and cross-promoted with other digital assets.

## **CONSUMER AWARENESS AND PERCEPTION STUDY (CAP STUDY)**

### ***Purpose***

The purpose of this study is to gain insight into consumer awareness, visitation, and perceptions of the Philadelphia, PA MSA. The survey measures:

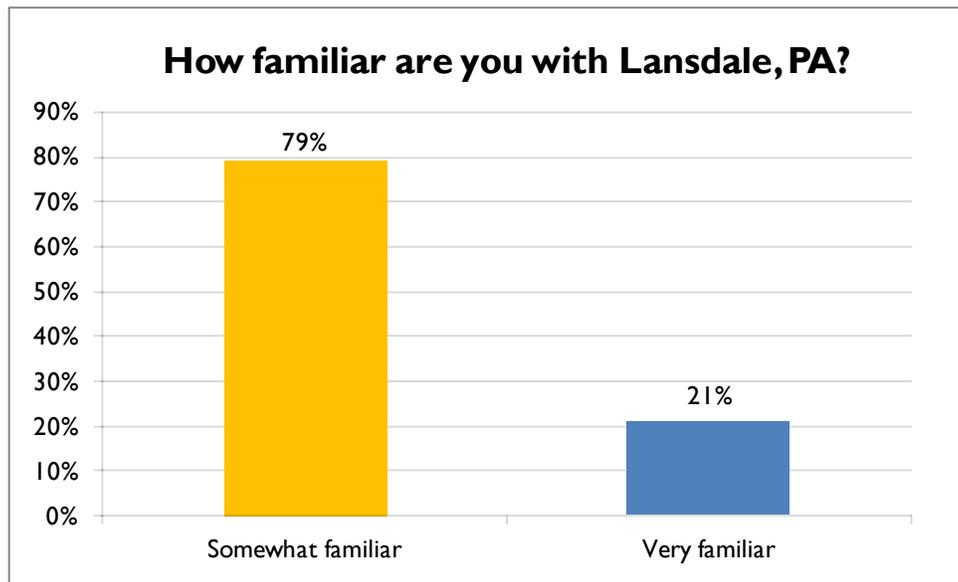
- Overall top-of-mind perceptions of Lansdale and immediate competitors
- Consumer visitation trends (frequency and nature of visitation)
- Consumer visitation drivers (business, leisure, friends and family)
- Strengths and weaknesses of Lansdale with identified community attributes
- Measurements of Lansdale quality of life indicators
- Measurement of Lansdale strengths and weaknesses as a place to do business

### ***Methodology & Results***

An internet study was conducted among respondents in the Philadelphia, PA MSA who live in Pennsylvania and New Jersey. A total of 200 surveys were collected, allowing for a margin of error of +/- 6.93 at the 95% confidence level.

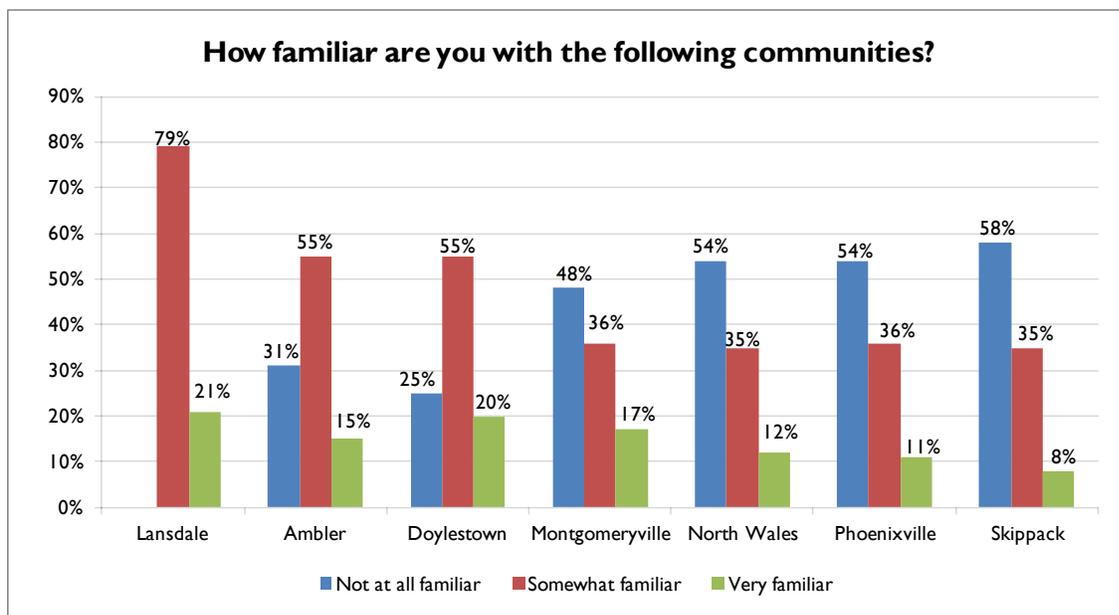
See **Appendix C** for unabridged CAP Study results.

**FAMILIARITY WITH LANSDALE**  
**How familiar are you with Lansdale, PA?**



- This was the terminating question for the survey.
- The termination rate was 57%, which is above normal.
- Of those not terminated, 79% were Somewhat Familiar and 21% were Very Familiar with Lansdale.
- 268 respondents were Not at all Familiar with Lansdale, and were therefore terminated from the survey.
- The respondents who were located in Maryland or Delaware were also terminated.

**COMPETITOR FAMILIARITY**



## TOP OF MIND PERCEPTIONS

### When you first think of Lansdale, what comes to mind?

- Suburb of Philadelphia
- Nothing comes to mind
- Small town
- Turnpike.

### What comes to mind when you think of the following communities?

**Ambler:** Temple University / Restaurants / Suburb

**Doylestown:** Quaint town / Nothing / Shopping and dining / Museums, courthouse

**Montgomeryville:** Mall / Shopping / Restaurants

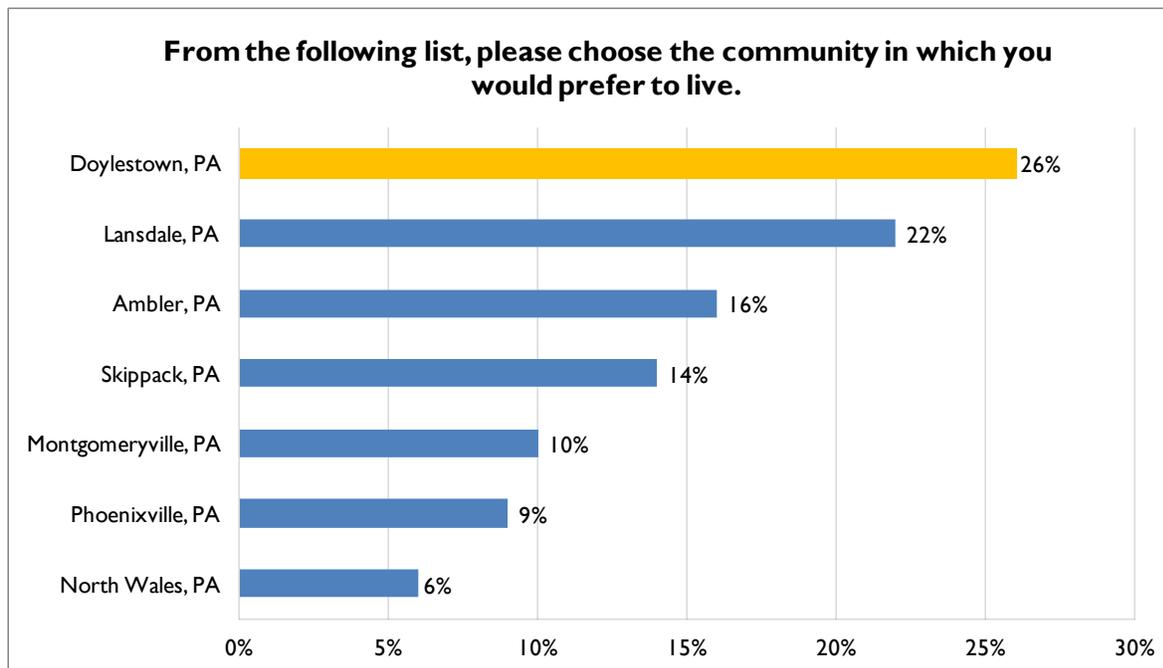
**North Wales:** Small town / Restaurants / Friends

**Phoenixville:** Valley Forge / Farms, country / Nice place to live / Friends

**Skippack:** Shopping, shops / Dining / Skippack Village, downtown / Rural.

## COMMUNITY PREFERENCE

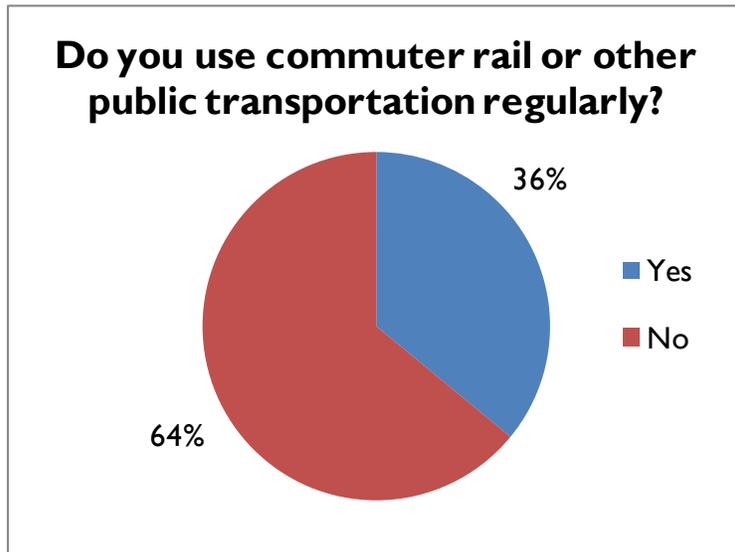
**Community Preference:** Doylestown is the most preferred community to live in.



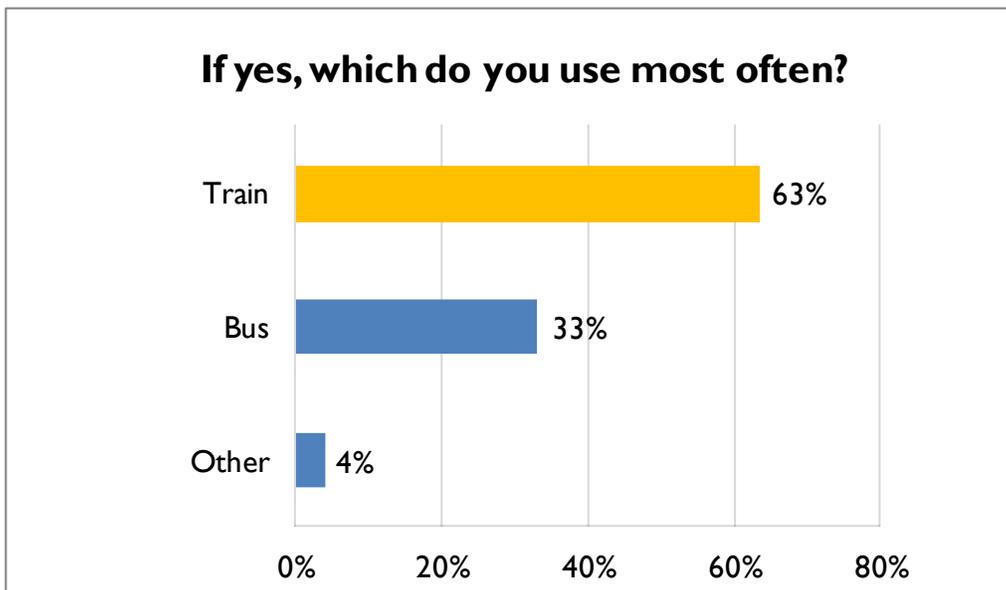
### Why?

- “Close enough to the city with a nice suburban feel.”
- “I think it would be Doylestown – shopping and quaint.”
- “I like that I can get to work by train and have lots of conveniences nearby.”
- “There’s a cinema there that I like, it’s an old town, seems to have a lot of interesting architecture nearby.”

## TRANSPORTATION



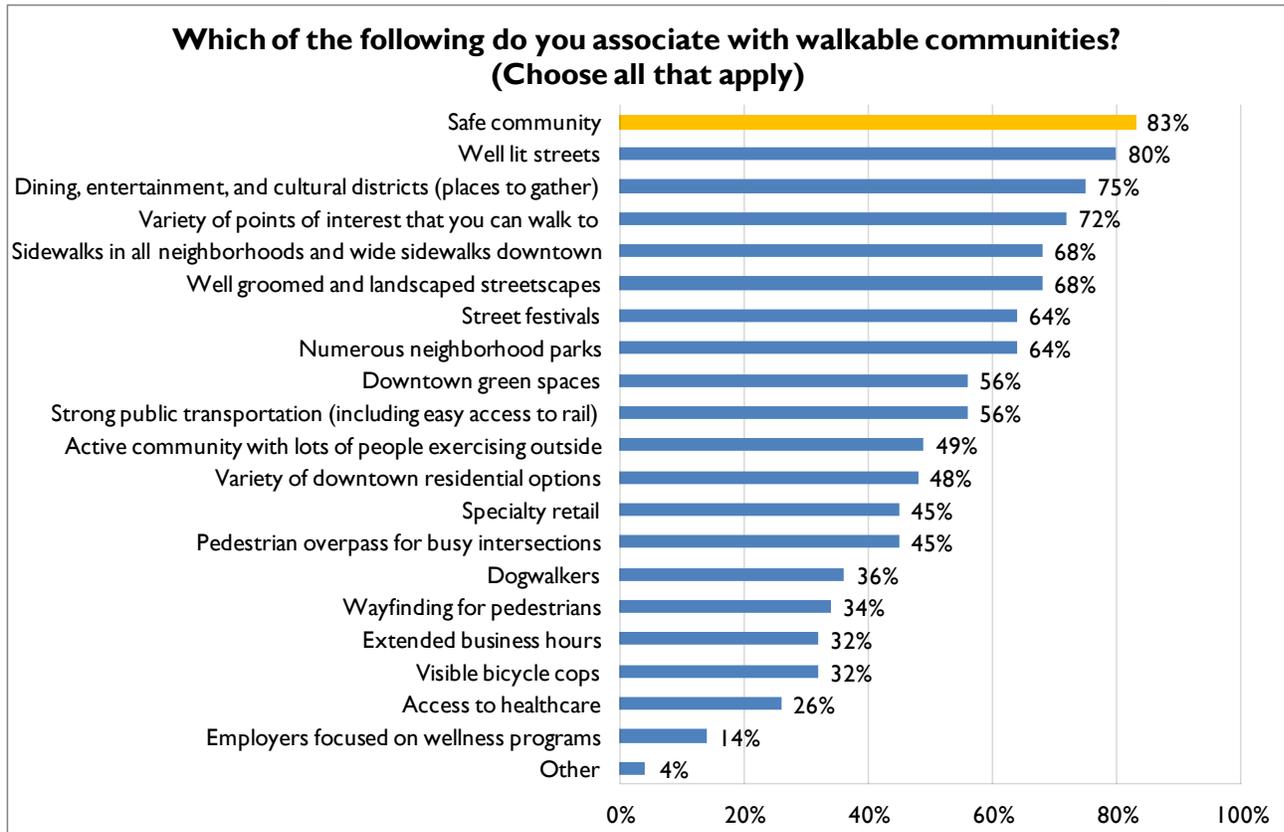
**Means of Transport:** Over half of respondents use the train over other transportation options.



Other: Subway, both train and bus

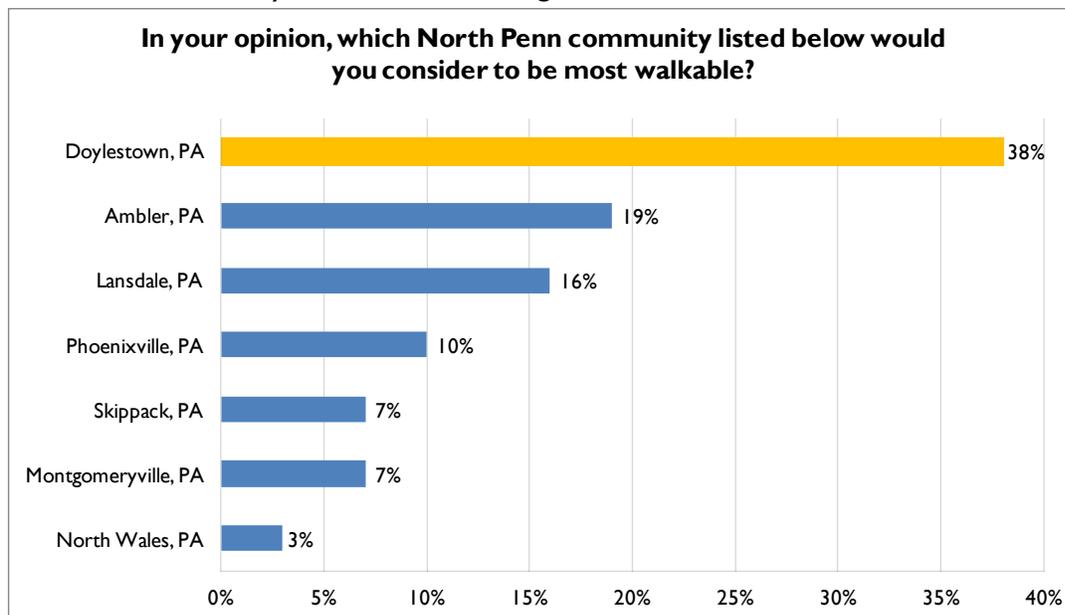
## COMMUNITY CHARACTERISTICS

**Walkable Communities:** The safety of a community is most associated with its walkability.



*Other:* Destinations within reasonable walking distance, traffic calming measures for vehicles

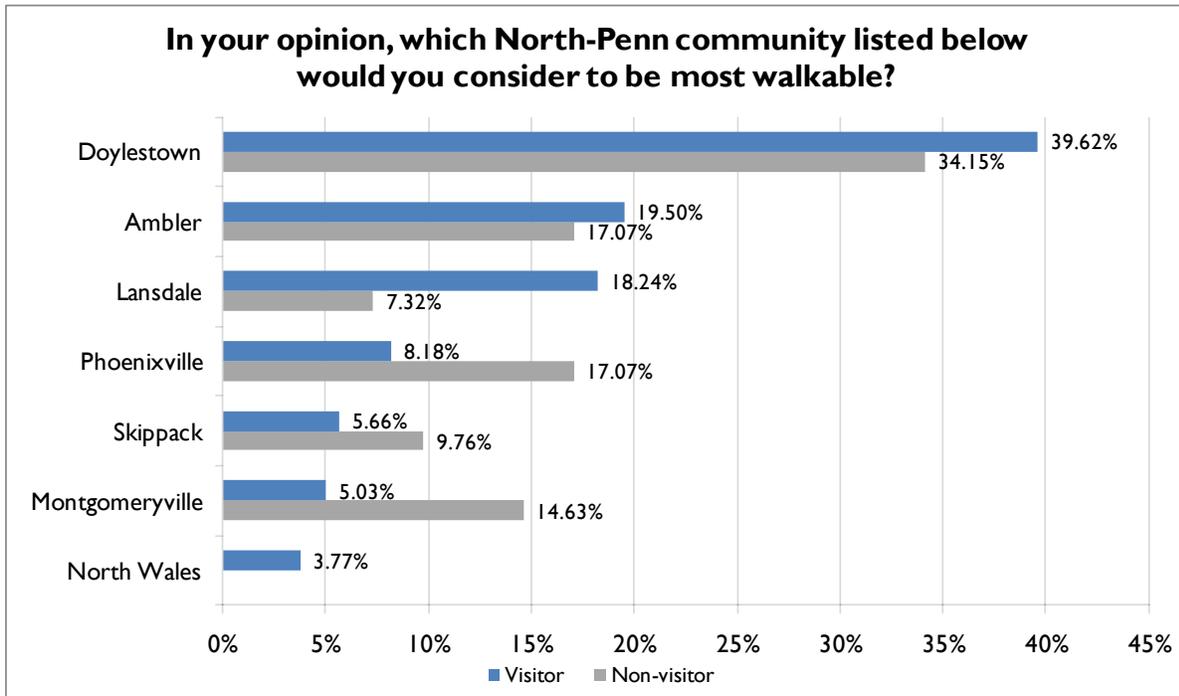
**Most Walkable:** Doylestown, PA is thought to be the most walkable of the listed communities.



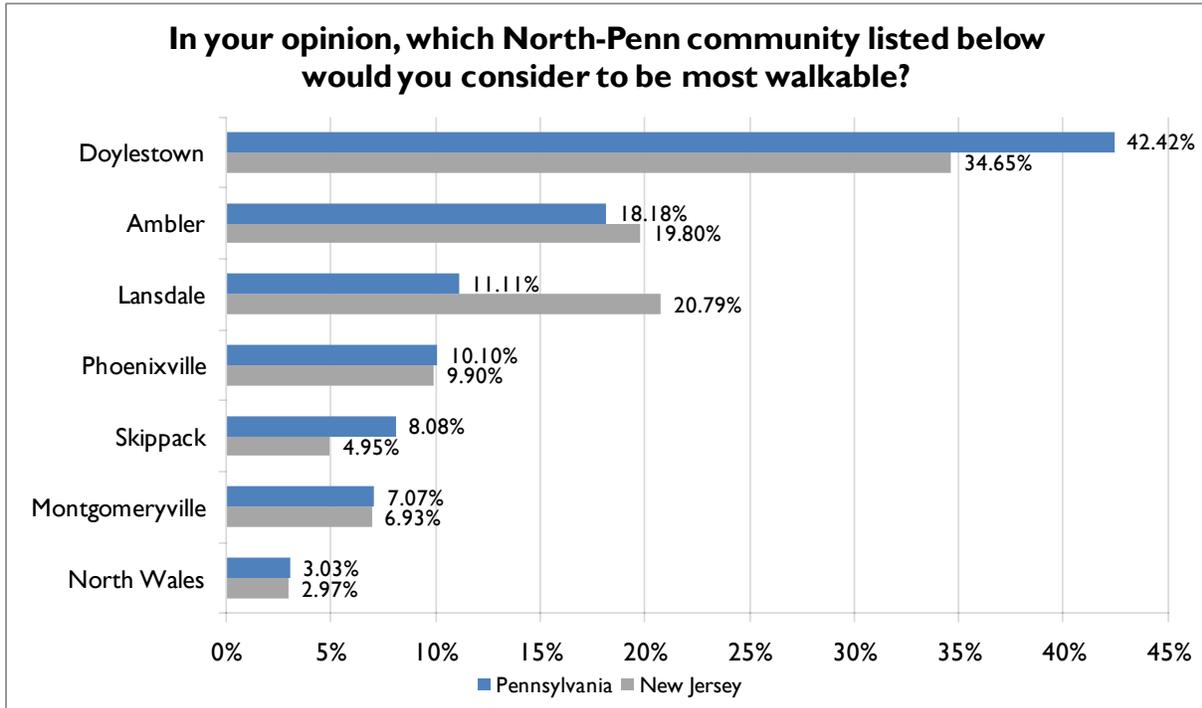
**Note:** We examined the responses for several questions relative to the particular responses to other questions in this study. This process of cross-tabulation is a type of analysis that looks at the variability of a characteristic

between two or more groups. In other words, it compares opinions, behaviors, perceptions, etc. between different types of people (respondents). Cross tabulating data reveals much more detailed information than simply presenting the means, or averages, of an aggregated set of data. We have shared the most compelling cross-tabulations in the following pages. We present the question and responses in aggregate form followed by the detailed cross-tabulations.

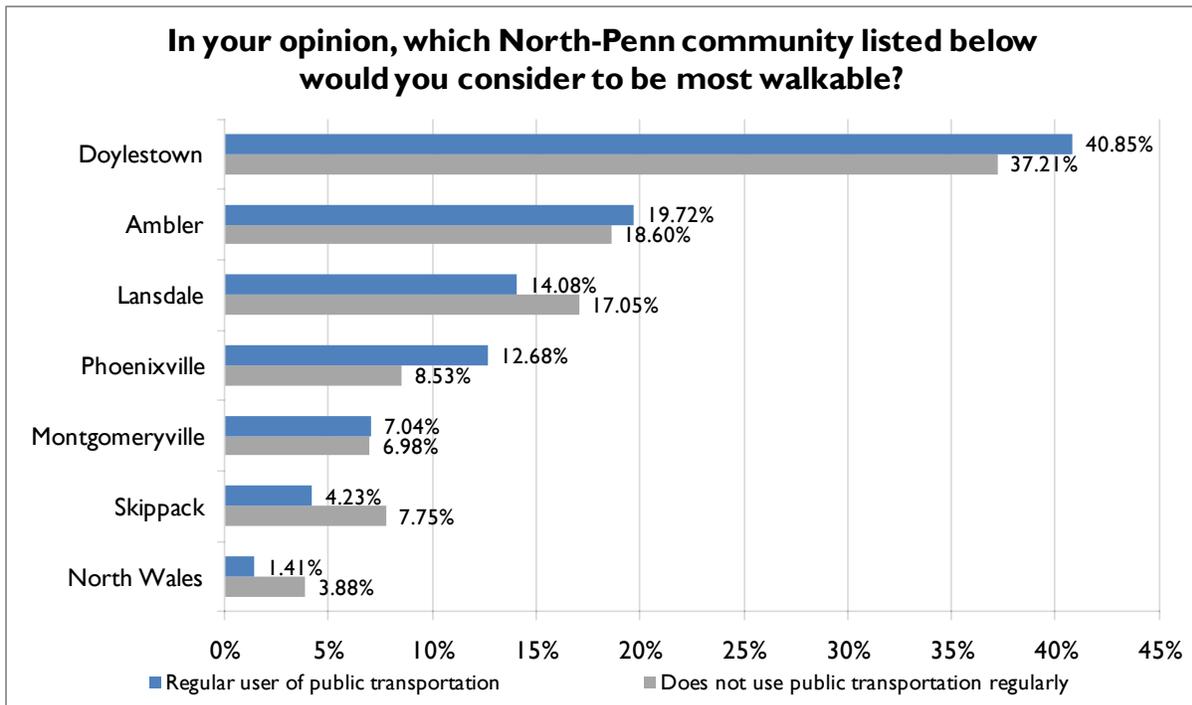
**Most Walkable by Visitor:** Respondents who have visited Lansdale as well as respondents who have not visited Lansdale both primarily see Doylestown as being the most walkable. This cross tabulation reveals that Lansdale is more walkable than expected, while Phoenixville and Montgomeryville do not meet expectations as walkable communities.



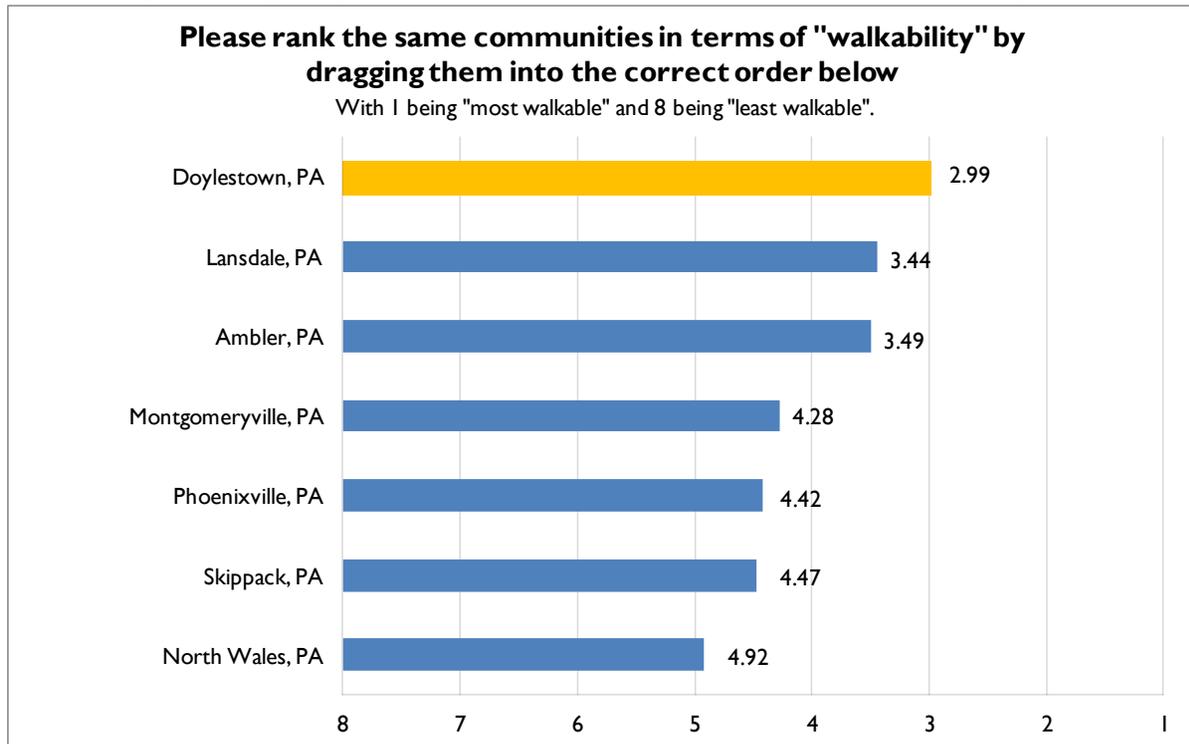
**Most Walkable by Market:** Both Pennsylvania and New Jersey markets view Doylestown as being the most walkable of the listed communities. New Jersey respondents are more likely to consider Lansdale walkable than respondents from Pennsylvania.



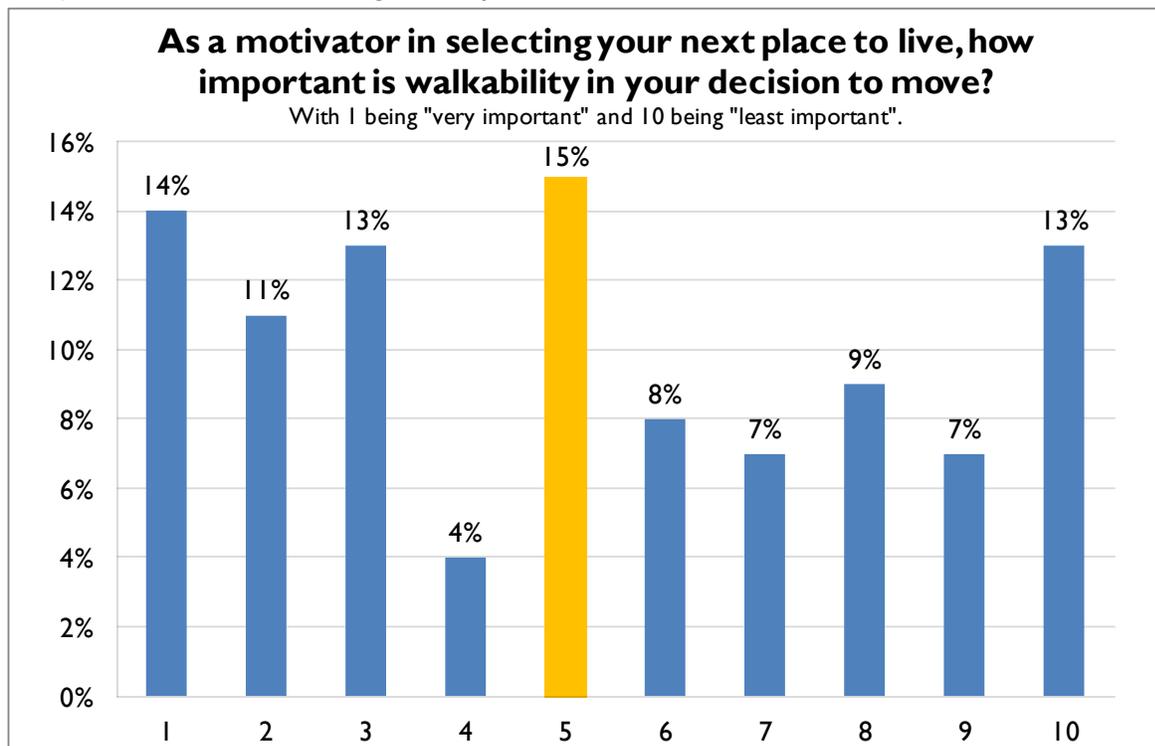
**Most Walkable by Transportation:** Both respondents who regularly use public transportation regularly and those who don't use it regularly see Doylestown as the most walkable of the communities.



**Walkability Ranking:** Doylestown was ranked as “most walkable”, followed by Lansdale.

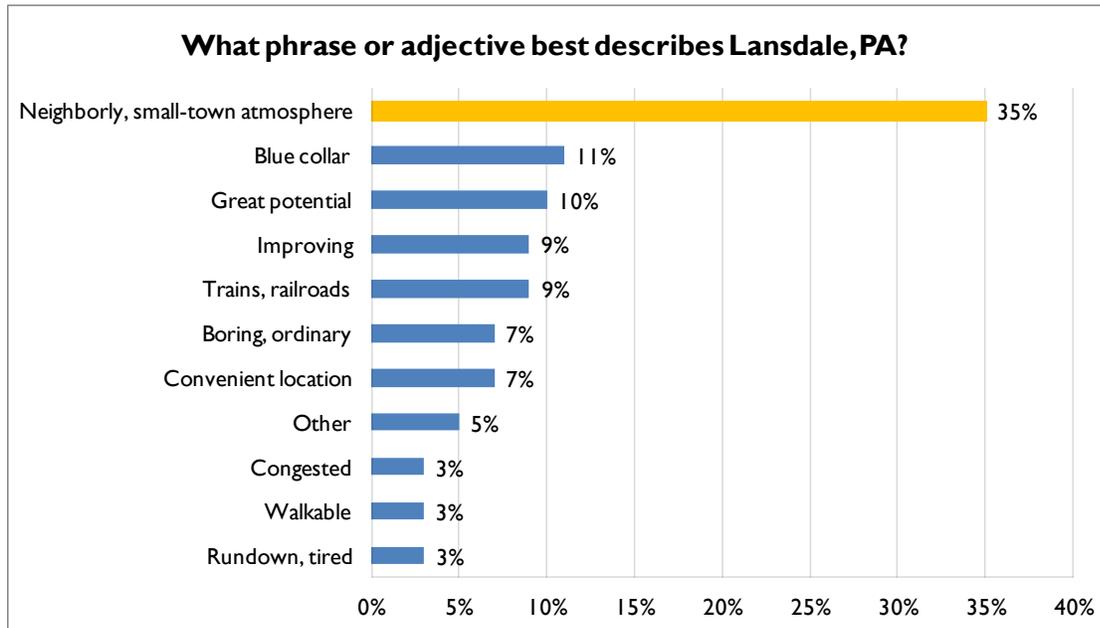


**Walkability as a Motivator:** Respondents varied widely in their consideration of walkability as a major motivator in selecting a new place to live.



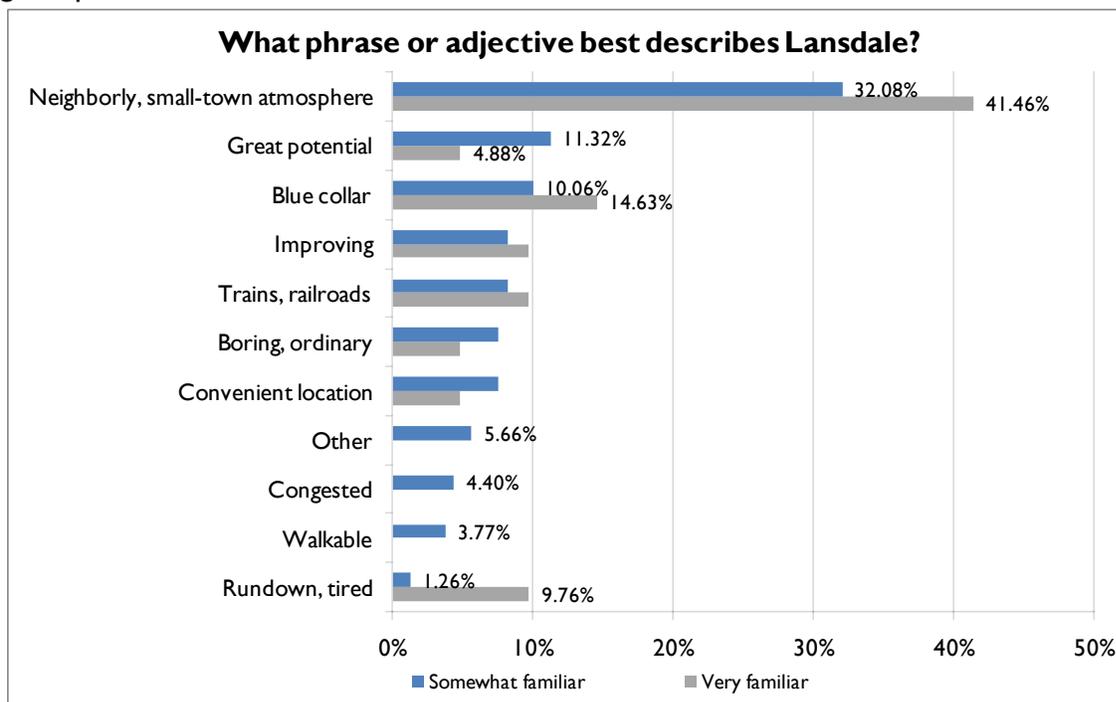
## LANSDALE DESCRIPTORS

**Describing Lansdale:** Lansdale is most strongly associated with its neighborly, small town atmosphere.



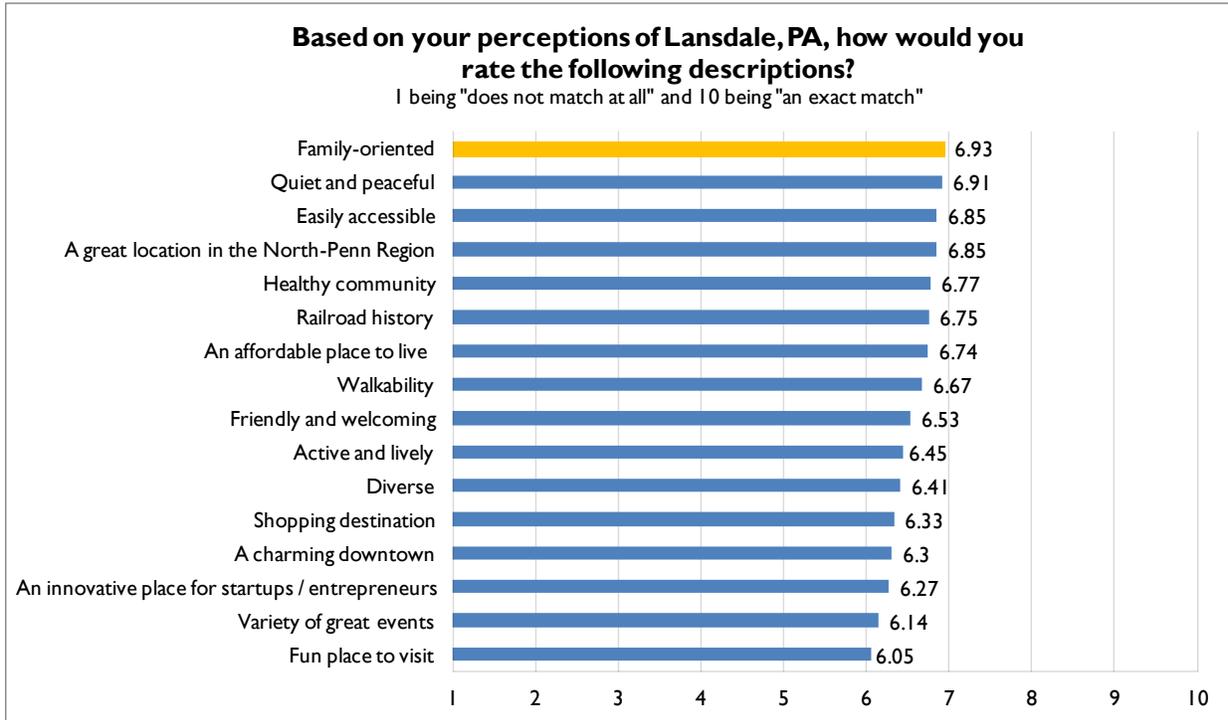
Other: Not sure, charming, spread out

**Describing Lansdale by Familiarity:** Those who consider themselves very familiar with Lansdale are more likely to consider the Borough neighborly, blue collar and rundown, but less likely (than those somewhat familiar) to describe Lansdale as congested, walkable, or having great potential.

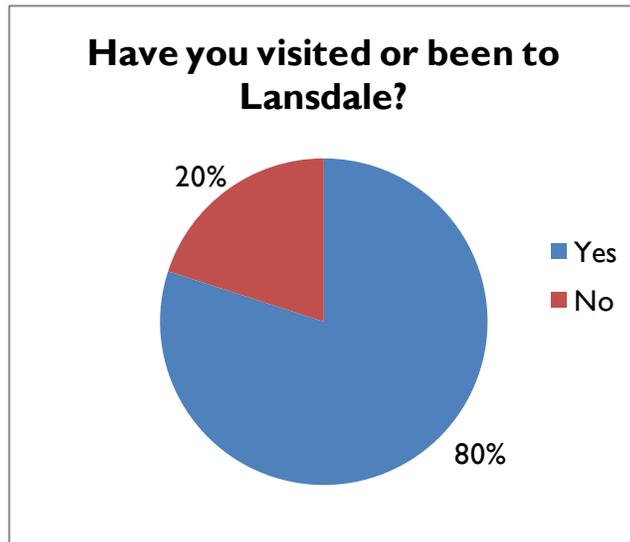


Other: Not sure, charming, spread out

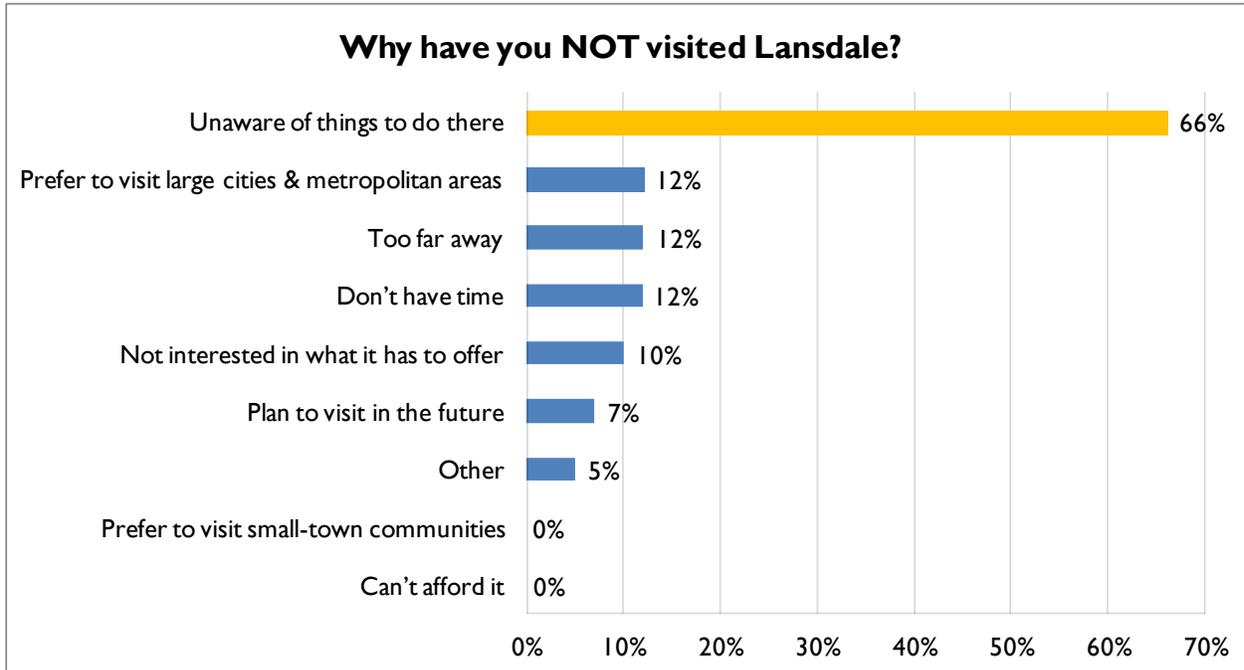
**Description Rating:** “Family-oriented” is Lansdale’s highest-rated descriptor, although all percentages were scored similarly, which may reveal a general lack of awareness or uncertainty on how to evaluate.



**VISITATION**

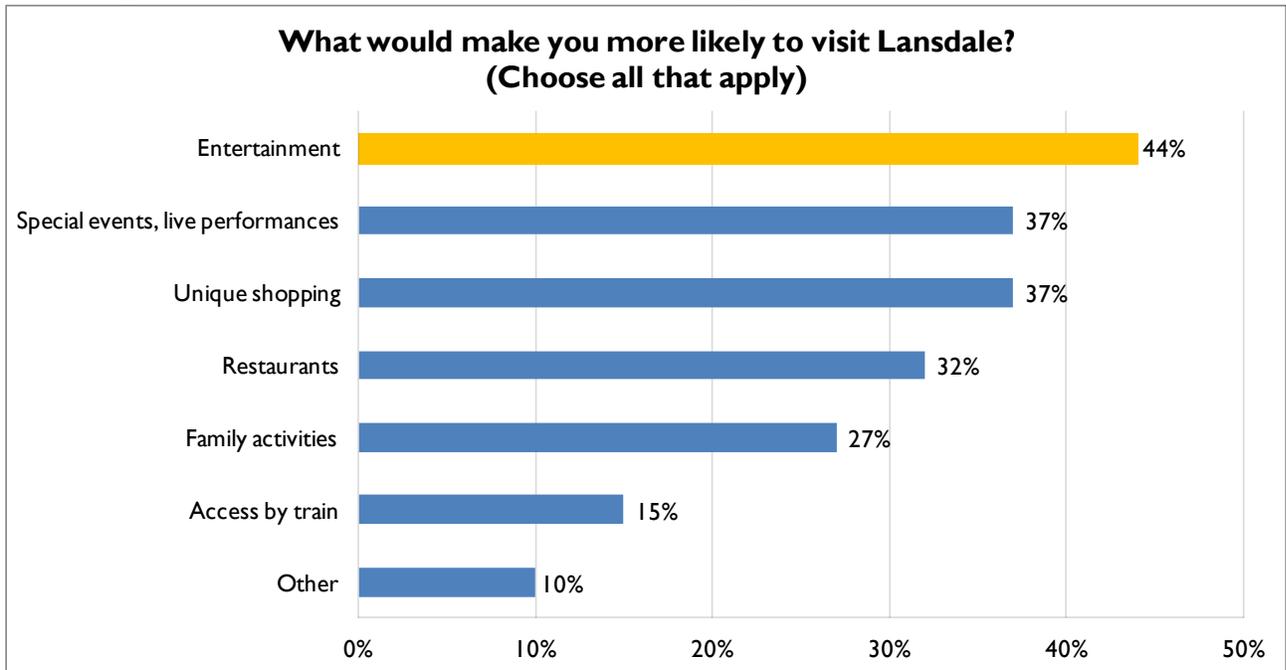


**Detracting Visitation:** The majority of respondents who have not visited Lansdale are unaware of things to do in Lansdale.



*Other:* No reason to do so, never thought about it

**Attracting Visitation:** Entertainment would be most likely to draw visitors to Lansdale.

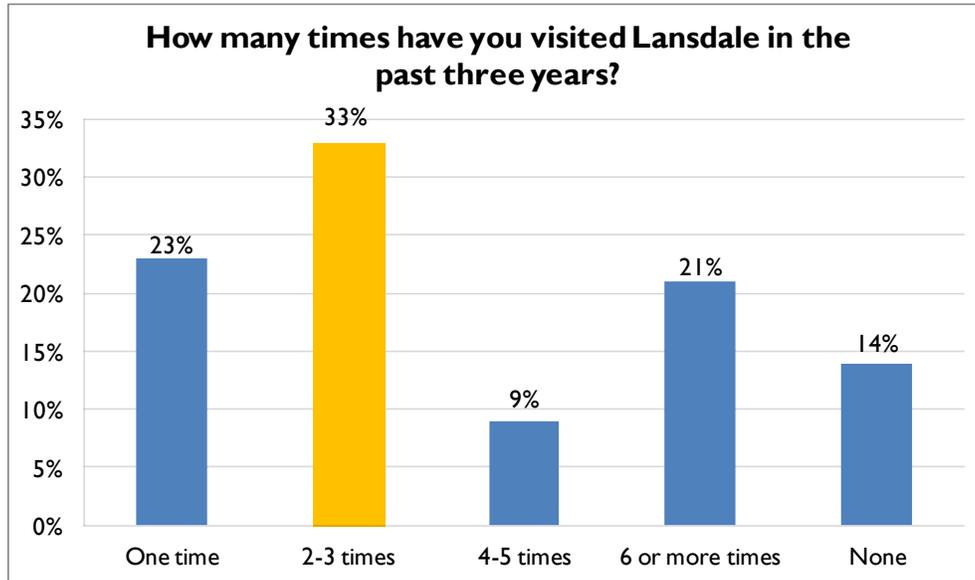


*Other:* Do not know, microbrewery, camping

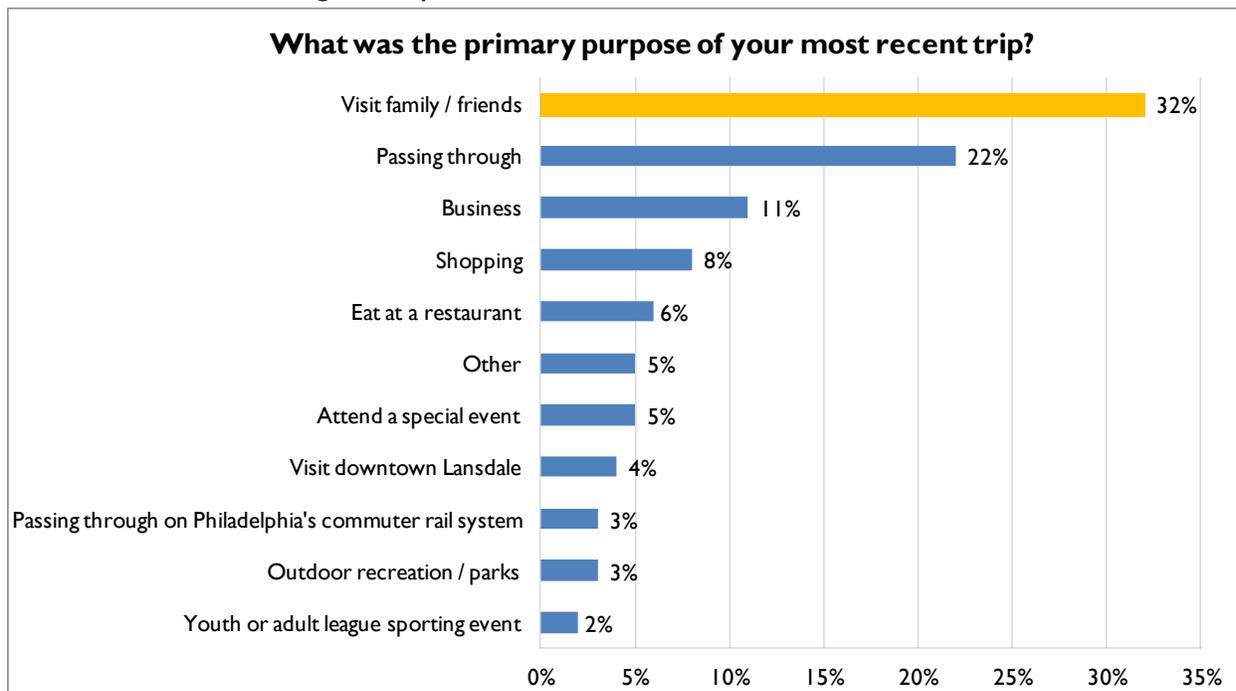
## VISITATION

The following questions were posed only to respondents who indicated that they have visited Lansdale.

**Visitation Frequency:** More than half of the respondents have visited Lansdale multiple times in the past three years.



**Primary Purpose:** Visiting family / friends was the most common purpose among respondents for a trip to Lansdale, which highlights the importance of informing these ambassadors living in Lansdale. Few are coming for a specific asset or event.



*Other:* Looking at homes to buy, appointment, bar tour, church, theater, funeral

**PRIMARY PURPOSE FOLLOW-UP**

**What festival or event did you attend?**

- A family event
- Halloween festival
- Carnival
- Symphony
- Christmas festival
- Craft show
- Mushroom festival.

**You mentioned you were just passing through. What community was your final destination?**

- Philadelphia
- Allentown
- Doylestown
- Hatfield
- Montgomeryville
- Poconos.

**You mentioned you were passing through on Philadelphia’s commuter train. What community was your final destination?**

- Philadelphia
- Doylestown
- Norristown.

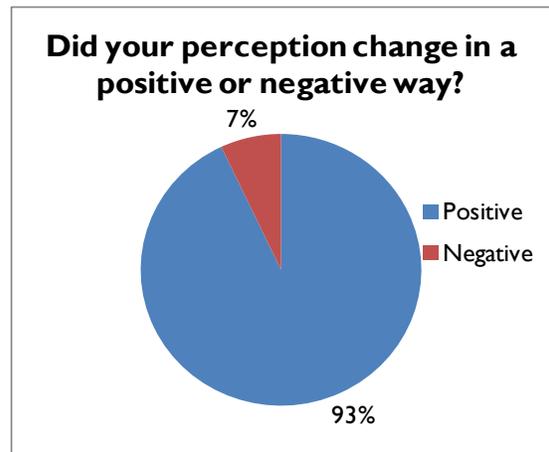
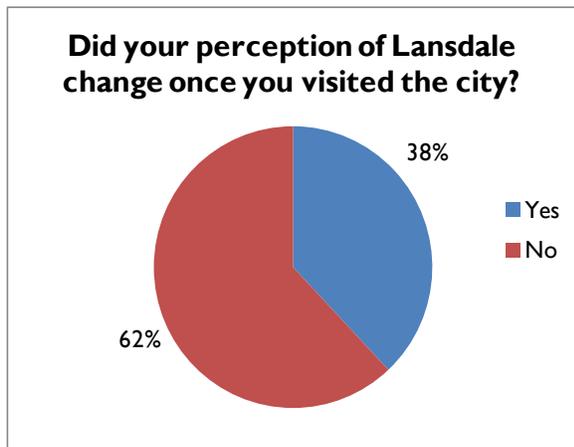
**You mentioned you visited downtown Lansdale. What was missing from the downtown experience in Lansdale?**

- Nothing was missing
- Specialty shops
- People
- Entertainment facilities
- Events.

### PERCEPTIONS

**What was your perception of Lansdale before you visited?**

- Don’t know
- Small town
- Nice town
- Rural, country.

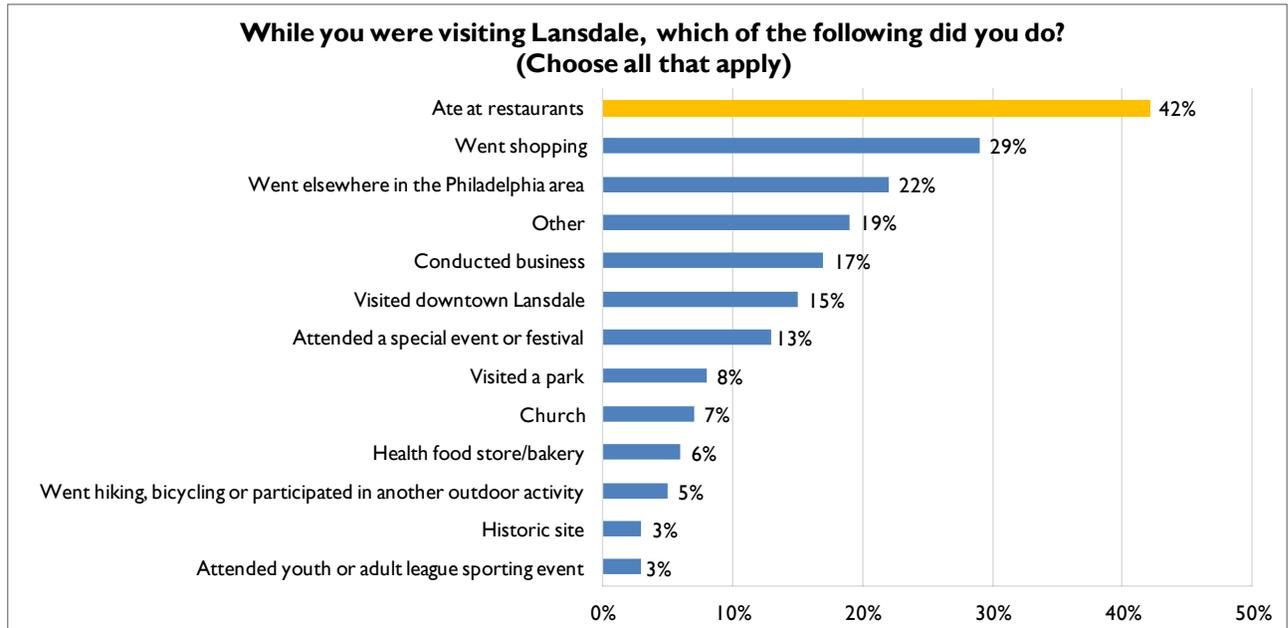


**What changed your perception?**

- *“I felt welcomed by the shop owners and enjoyed the area.”*
- *“I walked around and felt comfortable.”*
- *“Talking to other people who live there, walking around and learning about schools and events in the area.”*
- *“Lansdale presents itself as rundown.”*

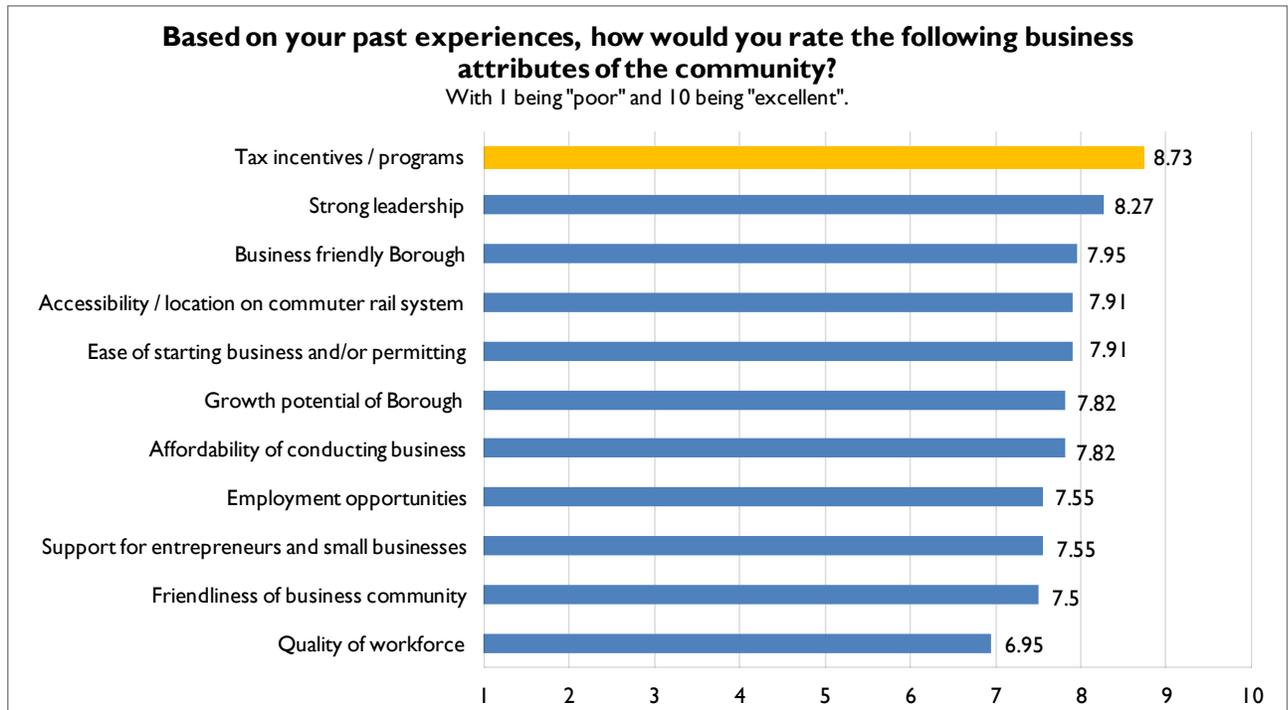
## TRIP DETAILS

**Trip Activities:** While visiting Lansdale, most respondents are at restaurants.

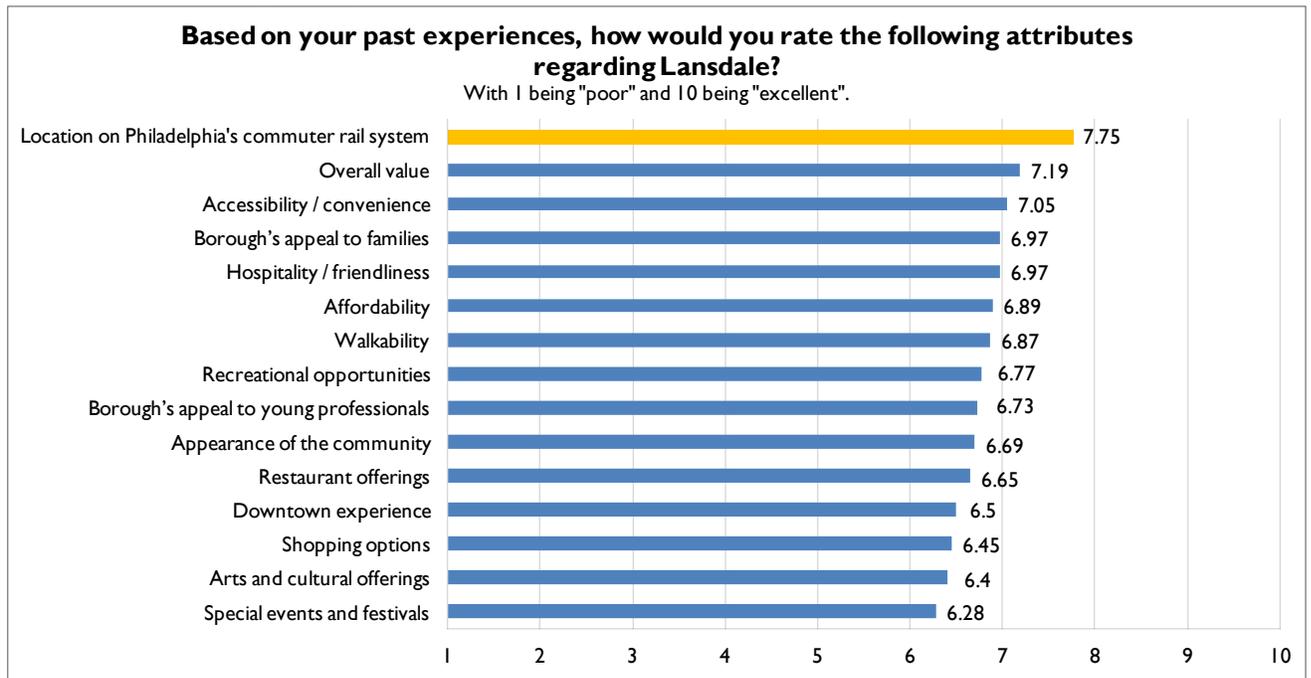


*Other:* Visited friends, passed through, had an appointment

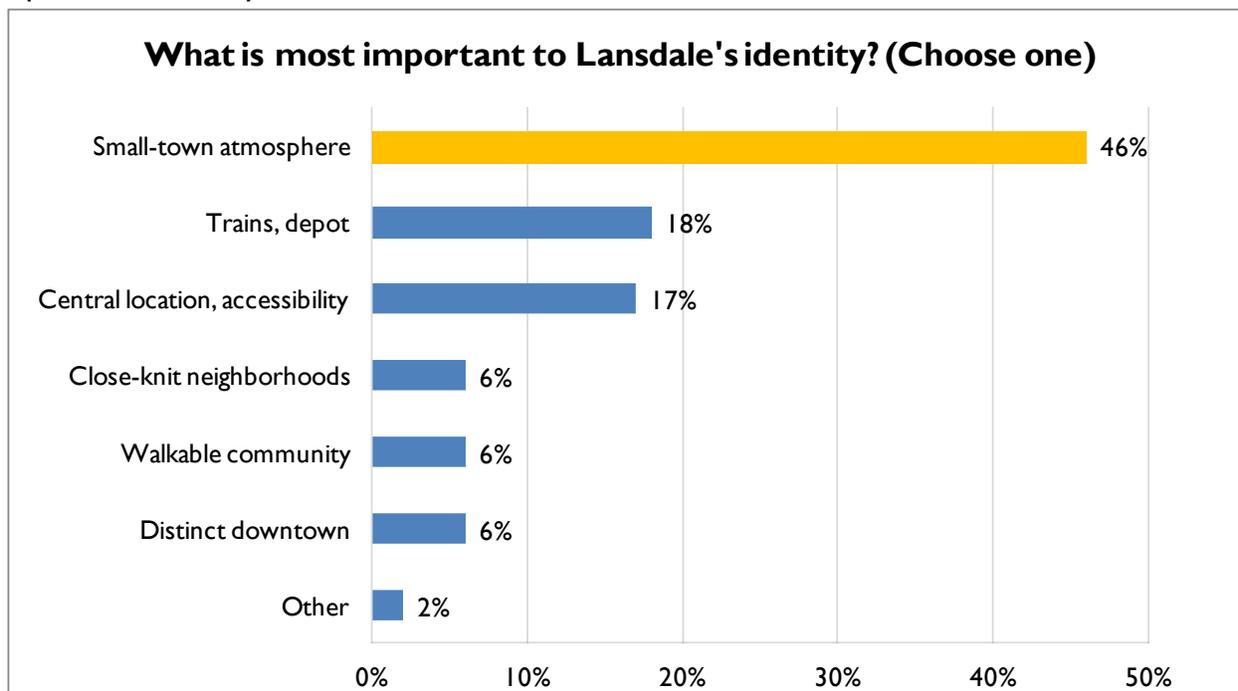
**Business Attribute Rating:** Lansdale's tax incentives / programs are considered its highest-rated business attribute, but notice the high ratings for most business attributes.



**Experience Attribute Rating:** Lansdale’s position on Philadelphia’s commuter rail system is considered its strongest experience attribute.

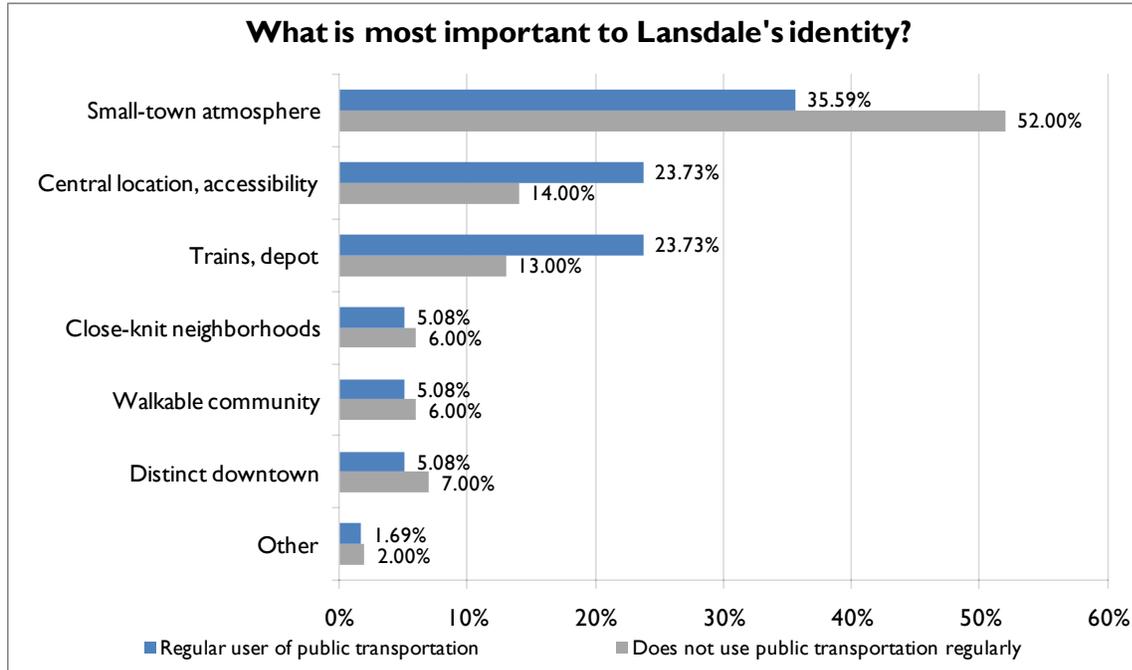


**Lansdale's Identity:** Lansdale’s small-town atmosphere is considered to be the most important aspect of its identity.



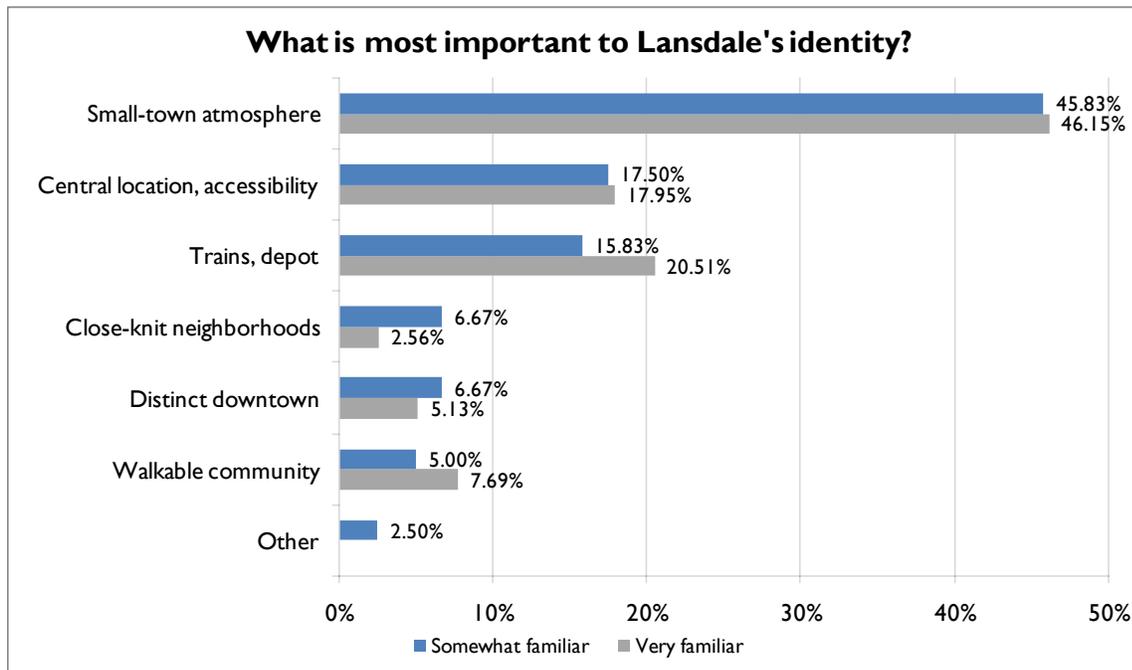
*Other:* Development, NE extension exit, antique shops

**Lansdale's Identity by Transportation:** Regular users of public transportation are more likely to consider Lansdale's accessibility, central location, and trains to be most important to its identity.



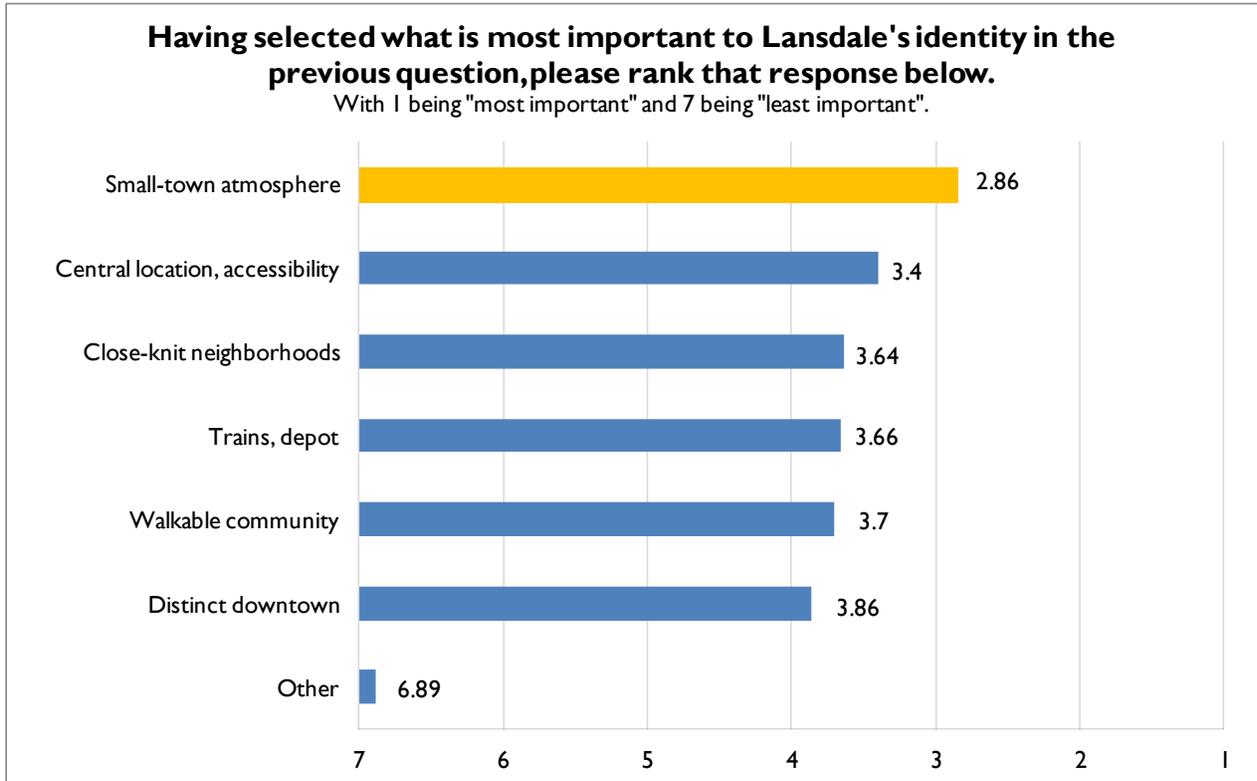
*Other:* Development, NE extension exit, antique shops

**Lansdale's Identity by Familiarity:** Those very familiar with Lansdale identify trains and walkability as most important to the Borough's identity – more often than those who are somewhat familiar.



*Other:* Development, NE extension exit, antique shops

**Lansdale's Identity Ranking:** Lansdale's small-town atmosphere is ranked as most important to the area's identity. Note that when ranking these in order of importance, accessibility and close-knit neighborhoods rise in importance.



*Other:* Antique shops, not sure

### ALL RESPONDENTS

The remainder of the questions were posed to all respondents, regardless of whether or not they have visited Lansdale.

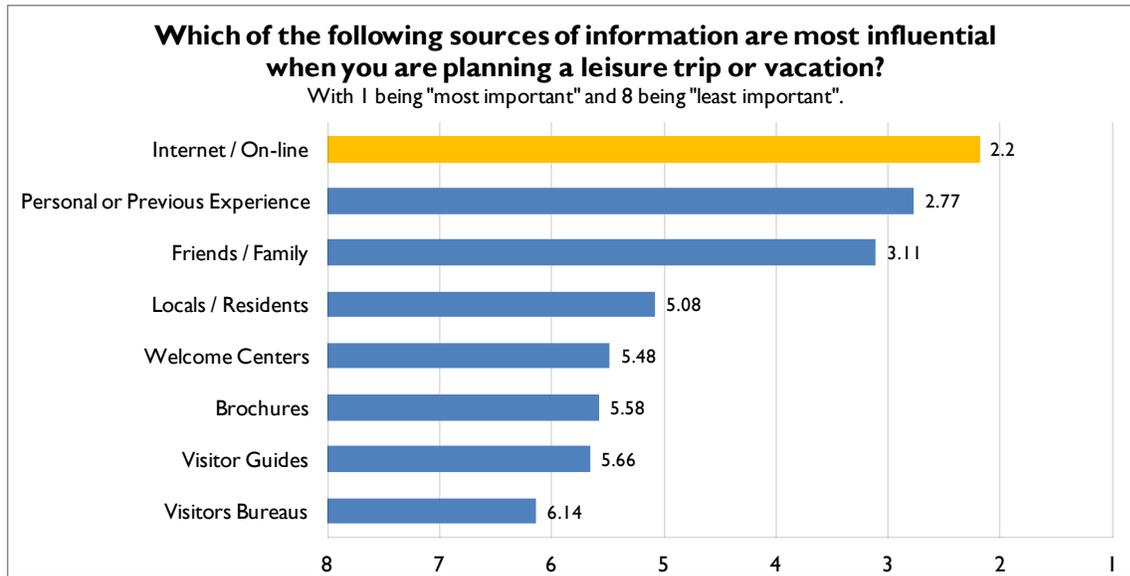
#### In your opinion, what is missing in Lansdale?

- Not sure
- Nothing
- More restaurants
- More businesses / stores

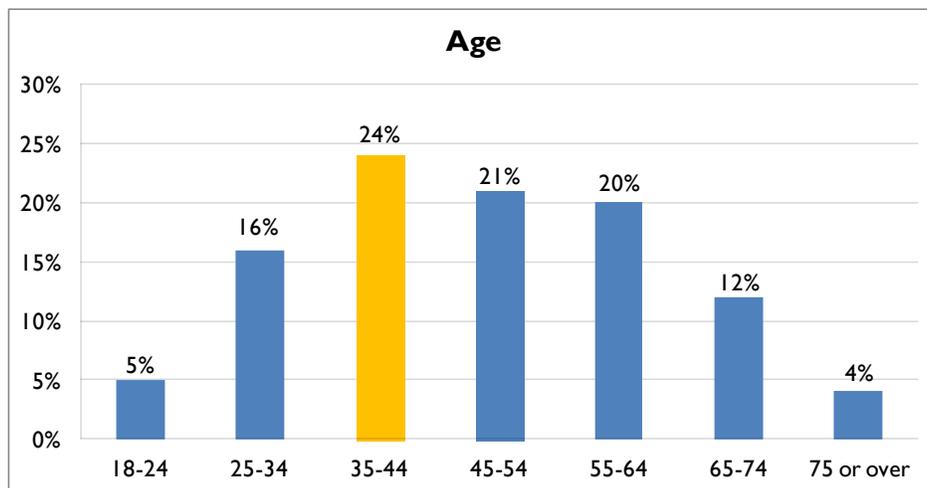
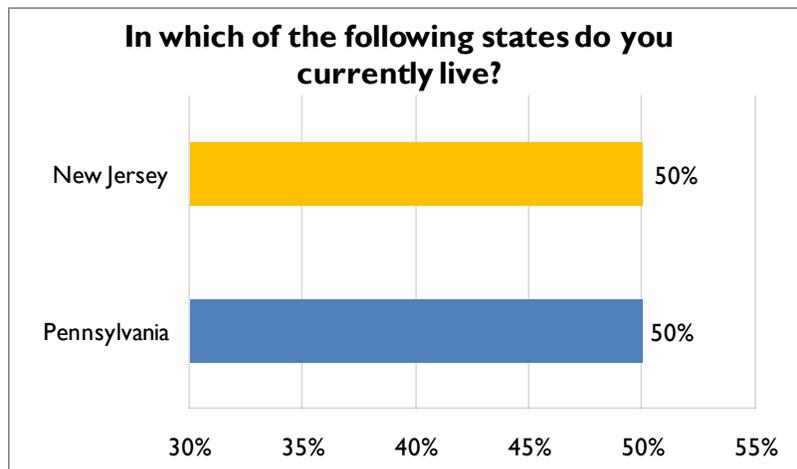
#### In your opinion, how can Lansdale improve its reputation and increase awareness in the North-Penn region and across the Philadelphia area?

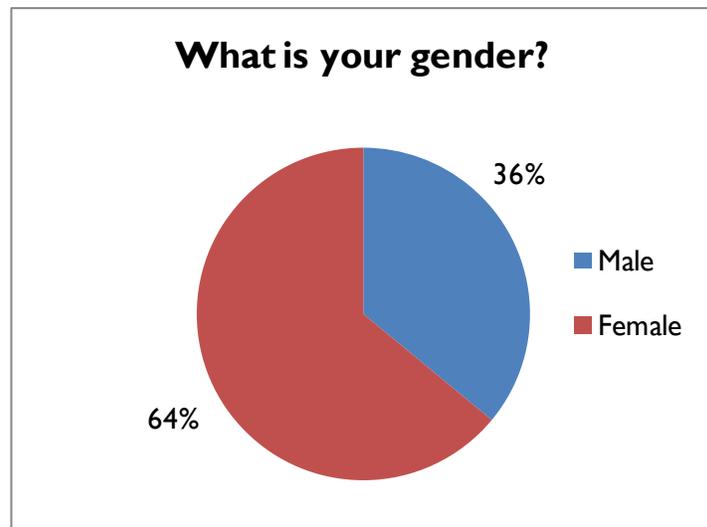
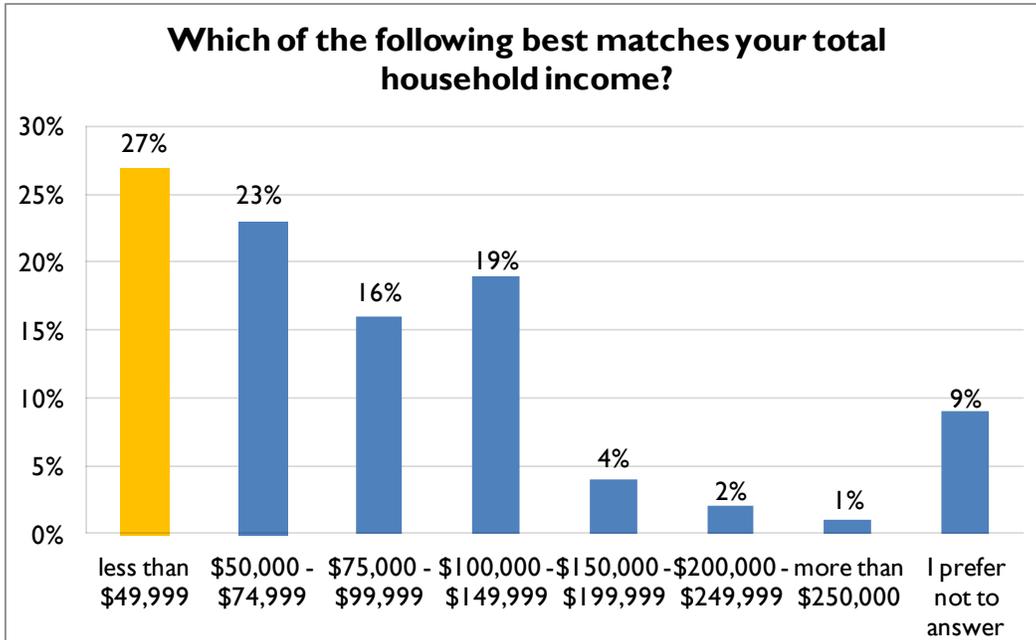
- Advertising
- Improve the downtown
- Restaurants
- Cultural events

## TRIP PLANNING



## DEMOGRAPHICS





## PERCEPTION STUDY

### Purpose

The purpose of the Perception Study is to gain an in-depth understanding of the brand perceptions of Lansdale among important target audiences. What do these constituents of the brand have to say about the area as a place to live, visit or grow a business?

### Methodology & Results

North Star consultants conducted perception interviews via telephone. The targeted audiences included state and regional economic development and tourism industry professionals well as business owners and stakeholders in the Lansdale area. Questions were phrased to gather qualitative information. An executive summary for each set of results is outlined below.

ASSETS	CHALLENGES	OPPORTUNITIES
Trains, depot, transportation Walkability Well managed Borough (political will: improvement) North Penn Location Parks and open space Small town feel: QOL, schools Diverse housing stock Downtown area; Madison Lot Hospital	Blight, rundown buildings Retail variety 311 W Main Perpetual revitalization (inert) Protracted zoning; heavy codes Rental properties Population to support desires All talk and no action Weak web, no marketing	Entertainment/dining/retail Downtown development TOD Train access/central location Tax abatement/incentives Assembling parcels/land bank Creative Class (25-40) Gathering places (linger) Walkability Branding project 311 W Main
MISSING	OUTSIDERS	IDENTITY
Entertainment and nightlife Retail variety, better dining Destination attraction Reasons to visit (events) Risk takers: will to do big things Consumer friendly hours Gathering places (walkable) Connected trails Pride in potential Marketing and promotion	Decline Nothing distinct Where is it? Blue collar (mfg) Strategic location Old Crime and drugs Great neighborhoods	Trains Small town atmosphere Downtown Walkability Quality of life Potential Location, access

## QUOTES FROM THE PERCEPTION STUDY

- *“Ambler was in a similar situation and is now ahead of Lansdale. Ambler used to be an asbestos mill town, but it is now a day and night destination.”*
- *“We should market Lansdale to the 25-35 demographic. They want to be able to walk places, so there would be no maintenance with the garage and hop train.”*
- *“Borough was very helpful. They made it known that they are economic development driven.”*
- *“The train is the reason we are building there and people are buying there.”*
- *“There are no negatives about Lansdale... Why not live there.”*
- *“Things are different in Lansdale. Everyone is talking about growth.”*
- *“The train station is why there is such a distinct downtown.”*
- *“People want mobility, walkability, bike-ability... Sociological desire for walking is a shift, not a trend.”*
- *“Main Street has potential. Look at Ambler, Doylestown, and Harleysville. People wanted access to the turnpike, lots of nature, and the feel of a town. They wanted Brick homes and old trees, not McMansions or pop-up villages.”*
- *“Main Street needs access to highways and walkable schools.”*
- *“We need a population density to support the Main Street we all want.”*
- *“There is a lot of hype about 311 West Main, but not much results.”*
- *“Our Main Street is low-end.”*
- *“The Creative Class is not currently attracted... They need to make studio space available and affordable.”*
- *“We need an urban alternative in the suburbs.”*
- *“We are always teased about new restaurants, but they never show up.”*
- *“They say that they want to change, but they are reluctant and do not take risks.”*
- *“There are two sections of Lansdale divided by Main Street... The side with good neighborhoods, and the other with absentee landlords and undesirable tenants.”*
- *“Lansdale is stuck on its way to becoming interesting and comfortable. Molly’s opened, but there has been nothing else since.”*
- *“The businesses coming in are infuriating. It is the opposite of what people want to see.”*
- *“The target audience is not involved in decisions.”*
- *“Lansdale lacks concrete evidence of the next step of growth.”*
- *“Lansdale is working very hard for very little. They are meeting resistance when they close streets. It’s becoming a big deal. Time is valuable and my investment is no longer fulfilling. They are moving slow because the walk does not match the talk.”*
- *“311 West Main is a mess. The community got ripped off by the developer. It may not even be worth fixing. It is an unmitigated disaster.”*
- *“They are stuck because their focus is on 90 different areas. Pick one!”*
- *“Downtown does not feel good from a pedestrian’s view.”*

- *“We have the bones for a rejuvenated town, but we do not believe in the potential.”*
- *“Philly and outward is the last urban area before it gets rural.”*
- *“My advice is if 311 is not renovated, it is a wasted opportunity.”*
- *“Lansdale is the farthest north you can go with frequency.”*
- *“Lansdale’s whole history is related to the railroad. It is a key junction. People should never forget that history and success is tied the railroad. We need to keep it strong. The two entities have worked well together for a long time.”*
- *“It is big enough that it offers amenities, but small enough to know everyone.”*
- *“60% of Lansdale is renters, as opposed to homeowners. We have a lot of people turnover. We have issues with renters. The physical upkeep of the neighborhoods is a struggle sometimes.”*
- *“Some would argue that some of the crime and problems in Philly are also easily accessible here because there is a train stop in Lansdale.”*
- *“People are giving up on the revitalization of Main Street.”*
- *“We need money and investors that are willing to take the risk. Some have already done that, like Molly Maguires. I have heard rumors that Molly’s is losing money hand over fist.”*
- *“The adjectives I think of to describe Lansdale are potential, budding, frustrating, and unkempt.”*
- *“I think the local municipality is trying way too hard to be involved in everything instead of simply setting up a structure for success, or removing the barriers for private investment to come to Lansdale to spur revitalization organically. We should not be in the Arts Center business, the event planning business, or the large development business.”*
- *“This is one of the things that I personally love about Lansdale. I think it is very supportive of walkers.”*
- *“Cars still fly down Main Street with little regard to the Pedestrian Crossings. I think more attention to those cross walks should occur before we have a tragic event occur.”*
- *“Local retailers need to learn how to better utilize the train station to attract commuters and those from out of town.”*
- *“Lansdale is a nice place to live, and convenient to transportation. The Borough itself is depressed, blue collar, and light blue collar. It is not very chic, but strangely affluent. It is socioeconomically diverse and racially mixed. It is very much a melting pot.”*
- *“There is no draw to Lansdale. It is pretty trashy. There is no reason for me to walk down Main Street in Lansdale. I drive through it.”*
- *“People are ‘color blind’ here. ‘Status blind’ too. Live and let live is really strong here. If you live in this area, you are doing this for a reason.”*
- *“We are definitely more walkable!*
- *“We are an older Borough, so we have a network of sidewalks that are not just around the roads. We have walking trails in our parks too.”*

## COMPETITIVE ANALYSIS

### *Purpose*

To better understand what Lansdale's competition is currently offering in terms of economic development and delivering the tourist experience.

### *Methodology & Results*

North Star reviewed each of the following cities' communication materials to compile a short synopsis of their tourism and economic development attributes. The materials reviewed include but are not limited to the city's website, the CVB website, Chamber website, area attraction websites as well as other communication materials such as brochures and visitors guides.

### TOURISM AND ECONOMIC DEVELOPMENT

- Ambler, PA
- Doylestown, PA
- Montgomeryville, PA
- North Wales, PA
- Phoenixville, PA
- Skippack, PA



# COMPETITIVE ANALYSIS | TOURISM AND ECONOMIC DEVELOPMENT

## Ambler, PA

### Community Positioning Line

- “Daytime, nighttime, anytime... Ambler!”

### Marketing Messaging

- Ambler promotes itself as the social, cultural, and business center of the area. It offers a walkable downtown, small performing arts venue, and access to public transportation (rail and bus). Ambler’s website contains little other information as most pages are under construction. Ambler has a separate website dedicated to its downtown. The site is very basic, providing the latest news and a calendar of events.



Walk Score: 95

## Doylestown, PA

### Community Positioning Line

- “A township with a sense of place.”

### Marketing Messaging

- Doylestown emphasizes its historic downtown, business district (being the County Seat) and cultural facilities. Cultural facilities include an “art deco” cinema, county theater, and an art museum. Public transportation is readily accessible, as the town shares a rail line with Lansdale. Upon examination, Doylestown has a Borough website and a township website. The latter is difficult to navigate.



Walk Score: 89

## Montgomeryville, PA

### Community Positioning Line

- No apparent positioning line

### Marketing Messaging

- Montgomeryville’s main attraction is the Montgomery Mall. Other amenities include a golf course and trail system. The website provides very little information on the community’s assets. In 2010, Montgomeryville was rated the 5<sup>th</sup> “Best affordable suburb in America” by *Business Week*.



Walk Score: 63

## North Wales, PA

### Community Positioning Line

- No apparent positioning line

### Marketing Messaging

- North Wales website is somewhat difficult to find. While the website focuses mostly on the town's sense of community and many parks, there is mention of its downtown businesses, new library, and access to a rail line. North Wales claims to be the first Borough in the North Penn area to establish a Historic Preservation District.

Walk Score: 80



## Phoenixville, PA

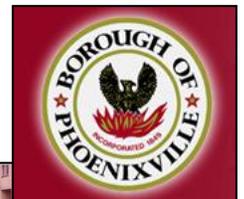
### Community Positioning Line

- No apparent positioning line

### Marketing Messaging

- Phoenixville emphasizes its historic district, claiming the largest registered historic district in Chester County. Every month, Phoenixville holds a live music and art event in its downtown. The town has access to transportation through two main rail routes.

Walk Score: 95



## Skippack, PA

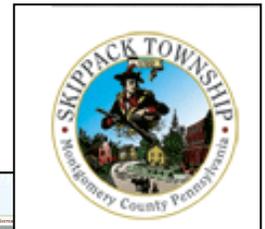
### Community Positioning Line

- "Where the old and new world meet."

### Marketing Messaging

- Skippack's website focuses on its rich history dating back to the early 18<sup>th</sup> century. Beyond that, it offers several parks and a charming downtown, known as Skippack Village, with boutiques, galleries, and restaurants. Skippack Village has its own dedicated website.

Walk Score: 35



## COMPETITIVE ANALYSIS | SUMMARY

### **What do these communities share in common? What differentiates them?**

- Most of the communities emphasize their historic downtowns, parks, and public transportation.
- Only one community, Phoenixville, has its own chamber of commerce website.
- Skippack, Doylestown, and Phoenixville hold a First Friday event in their downtown areas to promote the arts. Ambler's arts event is First Thursday.
- Most of the communities have strong walkability scores.

### WHERE THE BRAND SHOULD BE

The Insights portion of this process comprises the emotional and subjective sparks – gleaned from our intellectual and objective research – that point like a compass to the strategic position that best supports Lansdale’s goals.

Lansdale’s primary goals include:

- Create a clear and compelling brand for Lansdale that defines and distinguishes our community
- Seek more than a logo. We want a rich story that celebrates our past, captures excitement of our current changes, and is aspirational for the future
- Improved web presence
- Support business development goals
- Business and resident attraction
- Foster community engagement

With these objectives in mind, we need to focus the branding strategy in the markets that will be most receptive to the brand communications. Furthermore, the brand strategy must differentiate Lansdale in the region and increase awareness and regard within the community and beyond. This differentiation must remain in keeping with the personality perceived by stakeholders, visitors and prospective businesses alike.

Using the research gathered as fodder for thought, our insights come from asking numerous, provocative questions:

- What emotional attachments can the brand hold for the consumer?
- How does the brand fit into his or her lifestyle?
- How can the brand best be used to redefine perceptions?
- How can the brand stand out in the marketplace?

These insights will become the framework of our creativity on behalf of the brand.

## INSIGHTS ABOUT LANSDALE

At North Star we conduct all of this research you have just witnessed to uncover Lansdale's true essence, that competitive advantage for the community. It has to be honest, authentic, and rooted in history with an eye towards the future. We are looking for that aspect that is distinct that lets you articulate your advantages to a variety of audiences.

Rarely is that essence a surprise or revelation. Because you know your community the best. It often can be a confirmation of the truth or at least affirm an expectation. And the surprise often comes in how that essence should be considered. We cannot tell you to be something that you're not, even if that is secretly your hope.

*"It's why the community is here. It's why we're building here. It's why people are buying here."*  
- Perception Study

Often communities shy away from their history or what makes them authentic in favor of a trend. But we have found when your brand embraces your past while uncovering new ways to articulate that distinction, it organically exhibits forward thinking.

*"We should not be running from it."*  
-In Market Conversation



Just the train? That's it?

When we see this it represents so much more than just a train. It is emblematic of your competitive advantage.

What makes Lansdale distinct is not only the train. Although having the train depot at the center of activity downtown is an important distinction.

As revealed in the research, Lansdale has the train, the turnpike, a walkable community, a distinct downtown, schools you can walk to, a compact 3-square-mile footprint, entrepreneurs,

new Borough management and Council, authentic architecture, charming neighborhoods, diversity, and eager developers. Most communities would love to have just a couple of these. Your distinctions can be narrowed to a singular consideration. Sometimes we look for a single word that can describe a community and its assets and belief system. We found one throughout the research for Lansdale.

- Physical mobility
- Social mobility
- Walkable
- Forward
- Athletic mobility
- Upward mobility
- Entrepreneurial mobility

So when you look at your list of assets they all share a connection: **mobility**.

But mobility is an odd term, really. Certainly not sexy. But there IS a group known for its expectation and appreciation of mobility in all aspects of their lifestyles. The Creative Class. We at North Star are familiar with this group. In fact, we completed a project last year for Downtown New Orleans focused on attracting just that group. And NOLA was just named the top city for young entrepreneurs.

What does the Creative Class crave?

- Diverse, compact neighborhoods for living and discovery
- Acceptance and tolerance of differences  
(Creative Class often are or have been outsiders)
- Authenticity. Environments and lifestyles not manufactured
- Flexibility. Third spaces to extend work, collaborate, and socialize (on own timeframe)
- Density of corporations and firms for collaboration
- Independence: ability to go down the street and find another job
- Reliable, convenient public transportation
- WiFi that flows like water
- Walkable, safe city
- Green spaces.

Take a look at this list and see how Lansdale stacks up. It is almost a checklist of your offering. We spoke with a developer in the area here. And it is exactly this group in the 25-40 demographic that they are building downtown properties with no maintenance for. The train is why they chose Lansdale. They have had such success here they are pursuing more. And they love working with the Borough.

*“Lansdale is an authentic, original model for the latest trend in community development, neo-traditional communities. You’ve heard of these perfectly planned walkable communities where everything looks the same, perfectly manicured. Like The Truman Show where you can cue the sun or worse yet like Stepford. But in Lansdale it is real and not staged.”*

- Perception Study

Lansdale offers the authenticity that the Creative Class and others seek. And we have seen that Lansdale offers much for this group. Lansdale is not neotraditional. It is the real deal. New Urbanism is a smart growth approach to redevelopment and walkable sustainable living, finding success in large and small communities nationwide with the visionary leadership and political will to transform their communities. Lansdale presents the building blocks for this idea.

New Urbanism focuses on:

- **Walkability:** needs within a 10 minute walk; consideration for pedestrians first and cars second
- **Connectivity:** grid and trails, boulevards and narrow streets
- **Mixed-Use and Diversity:** mixed retail/residential...in compact area
- **Mixed Housing:** diversity of housing stock
- **Quality Architecture and Urban Design:** beautification, aesthetics, public spaces
- **Traditional Neighborhood Structure:** distinct center, density toward center and then thins to edge
- **Increased Density:** of buildings and retail and homes
- **Smart Transportation:** trains, bikes, walkers,
- **Sustainability:** environmental focus and energy efficiency
- **Quality of Life:** life worth living and inspiring human spirit.

This too looks like a checklist for the community. Lansdale demonstrates a commitment to these interests. Our scope does not include advocacy for community development principles. Those are for the Borough and Council to evaluate. But it is interesting to compare what Lansdale offers in this context. The tenets behind new urbanism are relevant to Lansdale since the Borough already demonstrates strengths in many areas of this approach. It can at least serve as a reference in defining the vision you have for Lansdale; vision that research revealed has been lacking in years past but is still hoped for and expected. There is overlap between priorities for the Creative Class and principles of new urbanism.

Smart growth practices like new urbanism offer many benefits. Community development principles like new urbanism have many benefits (many that were praised in the research)

- For residents: higher quality of life, higher property values, less congestion, healthier lifestyles
- For businesses: more foot traffic, spending less on cars/gas, more profits (less on advertising/signage), faster approvals in smart growth practices, cost savings in parking facilities (day/night)
- For developers: more foot traffic, more leasable square footage, faster approval, smart growth principles, cost savings in parking facilities

- For Borough: stable/appreciating tax base, less spent on infrastructure, increased tax base with density, less crime, less incentive to sprawl, more civic involvement, better governance

*“People want mobility, walkability, and bike-ability. The sociological desire for walking is a shift not a trend.”*

- Perception Study

Topping the list for new urbanism is Walkability, and we saw it prized by the Creative Class. It was highlighted throughout Lansdale’s research. Many of the assets and the aspects most important to your identity are centered on the walkable nature of the community. But sometimes people would identify these assets that make your community walkable and those same respondents would say that Lansdale was not walkable. Most of the time it was because they felt there was nothing of interest to walk to.

Walkable Communities offer:

- Intact town centers
- Residential densities, mixed income, mixed-use
- Public spaces
- Universal design
- Key streets are speed controlled
- Streets and trails are well linked
- Design is properly scaled to 1/8(parks), 1/4 (services / schools), and 1/2 (public transportation) mile radii
- The town is designed for people
- The town is thinking small / compact
- In walkable communities there are many people walking
- The town and the neighborhoods have a vision
- Decision-makers are visionary, communicative, and forward-thinking

What makes a community walkable?

While Lansdale offers some of these. Based on perceptions gathered, people may not appreciate or be aware of all of the walkable assets throughout the Borough or the plans to enhance the walking culture of the Borough....is the focus on the pedestrian reflected in policy, wayfinding, etc?

Lansdale boasts a walkable score of 80. There is room for improvement. But that does not mean that the essentials are not in place. Remember the CAP Study and Lansdale is 2<sup>nd</sup> most walkable. For a community with such rich advantages in mobility, a culture of walking is vital to Lansdale. But it requires community involvement and political will.

*“If you want a recession, have Lansdale create a revitalization plan. A recession always follows.”*

- In Market Conversation

*“Lansdale is curmudgeonly...30 years of not listening.”*

- In Market Conversation

*“Things are different in Lansdale now. Everyone is talking about growth.”*

- Perception Study

Research revealed some challenges and frustrations. You are a well managed Borough, but communications are not reaching residents. There is still distrust of Borough government although current administration is highly praised. People are tired of no results. They feel there is perpetual revitalization, but it is inert and stagnant. Residents say they are not aware of steps toward progress. We were also told that the Borough administration assumes that residents are informed. There is a gap here that needs closing. Some respondents recommended a focus on fewer things, like getting downtown right and then working out from there like the approach of new urbanism shared earlier. Continued transparency and aggressive, relentless communications will contribute to better brand barometer scores. Every time you engage a resident or visitor is a chance to develop them into an ambassador (word of mouth). Branding can help you close these gaps.

*“We have the bones for a rejuvenated town, but we do not believe in the potential.”*

- Perception Study

The new brand should first tackle resident pride. And that sometimes is as simple as regular outreach in the ways residents want to receive content. Most here prefer web and newspaper. You want informed, enthusiastic residents beyond this room able to talk about happenings, new businesses, and events. Half of the workers here leave for the day. They need to be able to get excited about their town and tell their coworkers to come see. Most visitors come to visit friend and family or are just passing through. If they knew more they would stop and do more. As you saw earlier, Lansdale has much of what many seek. It needs some refining and improved aesthetics AND it needs local advocates. And most of them are uninformed and silent today.

*“We love to gather and party.”*

- In Market Conversation

This rings true for Lansdale and the neighborly folks who live here. There is a comfort to Lansdale where you can be yourself and enjoy your neighbors on the front porch. This simple statement is also a compelling call to action for visitors. Bike Night, Lansdale Day or the beer fest. This compact, walkable community loves to gather and have fun. And outsiders seek these locales.

*“This is the time...potentially. This is the time to get in because we are about to explode with growth and momentum.”*

- In Market Conversation

## STRATEGIC BRAND PLATFORM

North Star funnels these strategic insights for the brand into a single sentence, the brand platform which can be used as a guide for creative expressions and implementation initiatives ensuring consistency and relevance.

<b>Target Audience:</b>	<b><i>For those seeking a suburban sanctuary with urban sensibilities,</i></b>
<b>Frame-of-Reference:</b>	<b><i>Lansdale, north of Philadelphia on the Lansdale / Doylestown (R5) line and the Pennsylvania Turnpike in Montgomery County,</i></b>
<b>Point-of-Difference:</b>	<b><i>is an established, walkable, close-knit neighborhood conveniently centered on mobility</i></b>
<b>Benefit:</b>	<b><i>where priorities find the right track.</i></b>

## BRAND PLATFORM RATIONALE

### ***For those seeking a suburban sanctuary with urban sensibilities,***

- Lansdale is attractive to the creative class particularly with young families and the industries that employ them and the businesses that serve them.
- The historic downtown presents an authentic city center with a rich history compared to the house farms in surrounding townships.
- Lansdale offers or is accessible to urban interests with the quality of life interests usually limited to suburbs.

### ***Lansdale, north of Philadelphia on the Lansdale / Doylestown (R5) line and the Pennsylvania Turnpike in Montgomery County,***

- One of the largest suburbs in North Penn serving as a regional hub to Northern and Northwestern sprawl
- Farthest north station on the R5 with a spur to Doylestown
- Easy access to PA Turnpike
- 2<sup>nd</sup> busiest station in the SEPTA system.

***is an established, walkable, close-knit neighborhood conveniently centered on mobility***

- One of North Penn's older suburbs that is more like an urban neighborhood
- Compact 3-square mile area celebrated for walkable assets including trains, neighborhood schools, and a distinct downtown.
- Friendly, active residents engaging each other on front porches and community events and enjoying a preferred quality of life
- Convenient hub for surrounding communities accessing transit into Center City Philadelphia via train or turnpike
- Professional population (upward mobility) with TYCO, Merck, Lansdale Hospital, and interests in Philly and North Penn
- Diverse community contributes to social mobility.

***where priorities find the right track.***

- Lansdale's mobility interests allow individuals to focus on their preferred path whether personal, professional, or civic.
- Safe neighborhood schools inspire community and parental involvement.
- Borough management and Council are demonstrating a more open atmosphere, which is aggressive in protecting the quality of life including healthy lifestyles and the economic health of the community.
- The business community is equally as neighborly and supportive of new ventures and entrepreneurs.
- Downtown revitalization presents an opportunity for economic growth and an improved reputation.

### WHAT WILL GET US THERE?

In this section, we discuss which elements of communication need to be created or altered – and in what ways – to influence the responses and behavior of Lansdale’s various target audiences toward its brand. Elements were created with the research and resultant strategy in mind including preferences and interests among consumer profiles identified in the Tapestry segmentation research conducted for the area. A number of brand-shaping issues often must be confronted: overall positioning, packaging, budget allocation, stakeholder participation, sponsorship association, cooperative efforts and of course, advertising and promotions.

Several major initiatives occur at this point:

- A logo and strapline are created
- A brand narrative is crafted
- Creative expressions of the brand are developed

These elements serve as the backbone for North Star’s creative recommendations for Lansdale’s brand. Every idea in the Brand Identity Guide – from logos to vocabulary to ads – represents North Star’s best suggestions for how to put your brand to work creatively. Ideas that are expressed in this Imagination section have influenced the subsequent, tactic-driven brand recommendations that follow.

**Note:** *All final logos are included in the attached Final Logo CD in both JPEG and Vector/EPS format. We encourage you to make more copies of this CD to give to branding partners, Borough departments, organizations, vendors or other outlets requesting a copy of the logo. All files for the creative deliverables contained in this section are also included on your Final BrandPrint CDs.*

## CREATIVE EXPRESSIONS OF THE BRAND

You are about to see several creative expressions that will help bring Lansdale's brand to life. This Brand Identity Guide should serve as a blueprint for the creative rendering of your new brand – with the exception of the logo and letterhead, files do not represent finished work. Many communities choose to work with local talent for the actual refinement and production of creative communication pieces. This allows for true customization and also brings local perspectives to the work.

A Creative Committee, identified by brand drivers in Lansdale, was charged with evaluating creative concepts along with strapline and logo development. They selected a creative concept that draws inspiration from the close-knit community in Lansdale connected by caring where hopes and dreams and careers and passions are put in motion every day. Motion and movement figure prominently (and sometimes in a more subtle way) in the creative recommendations.

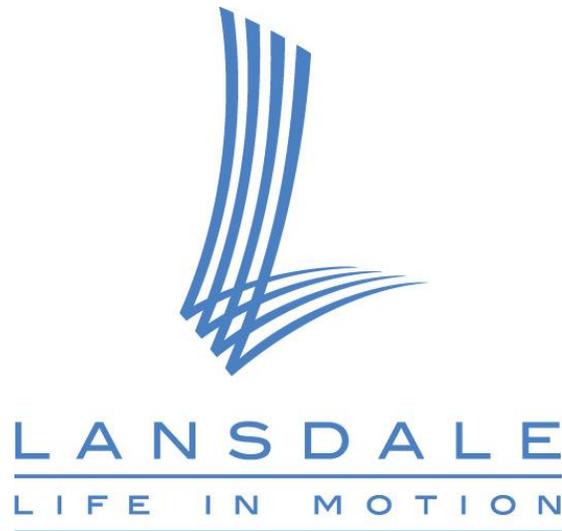
### Strapline

The Creative Committee evaluated many straplines and selected *Life in Motion* as the strapline for Lansdale. The line is on strategy and serves as an announcement and invitation for those seeking to put their life in motion in a supportive community. It nicely celebrates your history while looking forward. Motion suggests momentum and progress, attributes that Lansdale can offer many people or businesses. Once the line is implemented with some repetition, variations can enhance its relevance and speak to particular interests and audiences about Lansdale. Consider Health, Fun, Success, Art, Volunteers, Opportunity, or Ideas in Motion. The opportunities are endless. It serves community development, business attraction, and events equally well.

North Star ran a search for Lansdale's strapline on the United States Patent and Trademark Office's Trademark Electronic Search System (TESS). No conflicts for use of the line were revealed in the search. Searches are only accurate for that moment in time of the search. North Star recommends that Lansdale pursue trademark protection of the strapline. North Star's trademark search is documented in **Appendix D**.

## Logo

The most often-used creative element representing your brand the first 24 months after launch will be your logo. While we caution against the idea that a logo is your brand, we understand that it is a high-profile, easily understandable and embraceable manifestation of your brand.



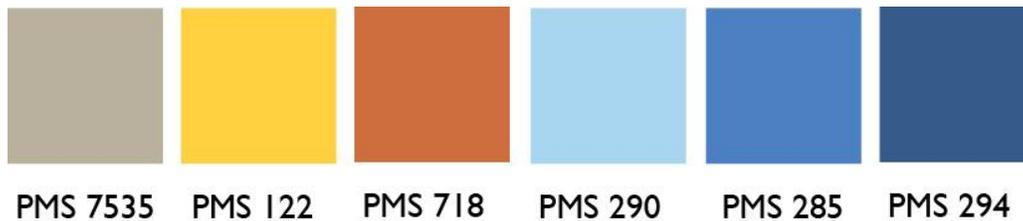
Support for the logo design:

- The Creative Committee commanded a clean, crisp, and modern mark that is uncluttered which appeals to a young professional demographic
- The mark represents the interesting layers of Lansdale for whatever track you want to pursue (personal, professional, social, etc.)
- It conveys movement and progress
- There is even a subtle nod to your rail history
- Graphic lines form a stylized L reminiscent of railways, roadways, walkways, and pathways...all modes of motion in Lansdale
- It serves as a strong monogram for the Borough
- Just like Lansdale these elements are inviting, welcoming, and have an approachable quality.

All creative files are included in the attached Final BrandPrint CDs. Also, the Lansdale Graphic Standards Guide is attached as **Appendix E** to this report. In addition, North Star has included two copies of the Lansdale Final Logo CD for distribution to vendors or anyone requesting a copy of your logo(s).

## Color Palette

The color palette for Lansdale is bright and strong yet comfortable. The blues and yellows offer a freshness and modern aesthetic valued by key audiences. The gray and orange tones serve as strong secondary tones. The bright colors are a great contrast to darker tones associated with grittier urban areas.



This color palette including the leading colors used in the following executions was developed with the psychology of color in mind. Colors can connote certain qualities and characteristics.

- Blues represents peace, loyalty, productivity, intellect, confidence, and integrity
- Gold and yellow tones suggest wisdom and prosperity
- Deep orange suggests success, refinement, adventure, courage, energy, and risk.

## Brand Narrative

The following Brand Narrative takes the foundation of the brand platform and breathes life into it through an artistic interpretation of language. Its purpose is to help residents and consumers connect and embrace the emotional story of the brand to their own lives. It represents inspiring language meant to describe the Lansdale' assets as they relate to your new brand and to garner excitement among brand drivers, brand partners, and community stakeholders.

The Brand Narrative is critical to successful integration of the brand for a number of reasons:

- It can literally and figuratively serve as a guide for users who are working to integrate brand tone and language into their own marketing and communications
- It helps maintain consistency of tone and message amongst all users thus preserving the integrity of the brand
- It provides language that users can replicate verbatim in their own communications when applicable.

Because of the inherent value in brand narratives, we recommend wide distribution of the copy . . . typically in tandem with the logo. Many of our clients use both the strategic brand platform and the brand narrative together as a touch point for each new project or policy they initiate. In other words, "Does this idea support and further what makes us special?"

## **Lansdale Brand Narrative**

*We are in motion from the moment we're born. Our hands, our feet, our minds, our point of view, our hearts, our passions, our careers, our families. Always growing, learning, seeking and connecting. Wouldn't it be nice to live in a place where it's easy to find what moves you? The Borough of Lansdale is just such a place. A community connected by caring . . . designed specifically to help set your dreams in motion. Here all of life is at your feet.*

*In fact, in Lansdale people prefer to enjoy the safe neighborhoods and public green space on foot. Maybe that's because the centralized downtown and authentic main street hearken back to a time when people were connected by more than public transportation. Stroll through one of the charming neighborhoods, and you'll feel the genuine warmth in the greetings. Just don't be surprised if strangers wave to you from the front porch! Walkable cities help citizens move closer to the things that matter, connecting with every step to health, friends and community.*

*Of course if your travels take you a little farther, all access in Lansdale is quick and easy including taking the R5, SEPTA or the Pennsylvania Turnpike. Within minutes you can be on your way to Philadelphia or other points North. And equally as easily, you can head back home to Lansdale.*

*Maybe what moves you is opportunity for your kids including great education and the chance to walk to school with friends. (Yep, they still do that around here!) Or affordable real estate that means your dream home can become your real home.*

*With professional jobs in growth-oriented industries, Lansdale is also a great place to put your career in motion. The fact that there's good old-fashioned support for local businesses makes it a great place for entrepreneurs too. You'll find a local community ready to help cut red tape and share the resources needed for success.*

*Lansdale also sets in motion things that can't easily be measured like friends and family, support and genuine relationships. The truth is, no one stays a stranger very long in Lansdale. Easy to get around and easy to get to know your neighbors... it brings a tight-knit community feel, and provides a sense of belonging that's missing in other "newer" suburban destinations.*

*It's these people, the local residents and businesses that keep Lansdale moving forward. They get involved in everything from PTAs to public events. They're the reason you'll find vibrant opportunities to engage in the social, cultural and civic groups. And they welcome you to do the same... to feel a part of this place. To find the passion and purpose that moves you.*

*So whatever gets you going, whether it's a better life for your family or a better livelihood, in Lansdale you'll find everything you want . . . life in motion.*

## **Descriptive Vocabulary**

The brand vocabulary provides a common language that reinforces brand attributes and brand positioning for use in communications materials, press releases, interviews, presentations and general conversation among regional officials, brand partners, area businesses and internal/external audiences.

Creatively, these words set the balanced tone of the brand:

Motion  
Active  
Mobile  
Connected  
Movement  
Walkable  
Well managed  
Neighborly  
Friendly  
Supportive  
Comfortable  
Ease  
Nearby

Engaged  
Creative  
Historic  
Authentic  
Centrally located  
Resourceful  
Hardworking  
Optimistic  
Hopeful  
Playful  
Open  
Small-town atmosphere  
Caring

Healthy  
Energized  
Independent  
Tenacious  
Resilient  
Productive  
Potential  
Forward-thinking  
Diverse  
Generous  
Fun  
Together

## **CREATIVE DELIVERABLES**

Following the Brand Identity Guide, North Star has identified 15 brand action ideas and categories that we recommend tackling first in order to build momentum as you start to implement and bring Lansdale' brand to life. While North Star has prioritized the categories, there are numerous ideas presented within most categories. These should be evaluated and prioritized by the branding partners in Lansdale with regard to available resources. These creative deliverables use the brand narrative as a springboard for exploring different vehicles for delivering that brand story. Each one echoes the narrative's tone and feel and adds imaginative dimension to the brand, while providing an effective means of communicating to intended audiences.

IMAGE AD



**LIFE IS BETTER**

**IN A PLACE THAT MOVES YOU.**

Ratur, unt quam fugita dollum voluptaquo qutrae nusamnecessit  
quatend antiis doloresto to eos etusaeerro aut quae voluti ut  
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For more information, visit [Lansdale.org](http://Lansdale.org)



**LANSDALE**  
LIFE IN MOTION

IMAGE AD



**LIFE IS BETTER**

**IN A PLACE THAT MOVES YOU.**

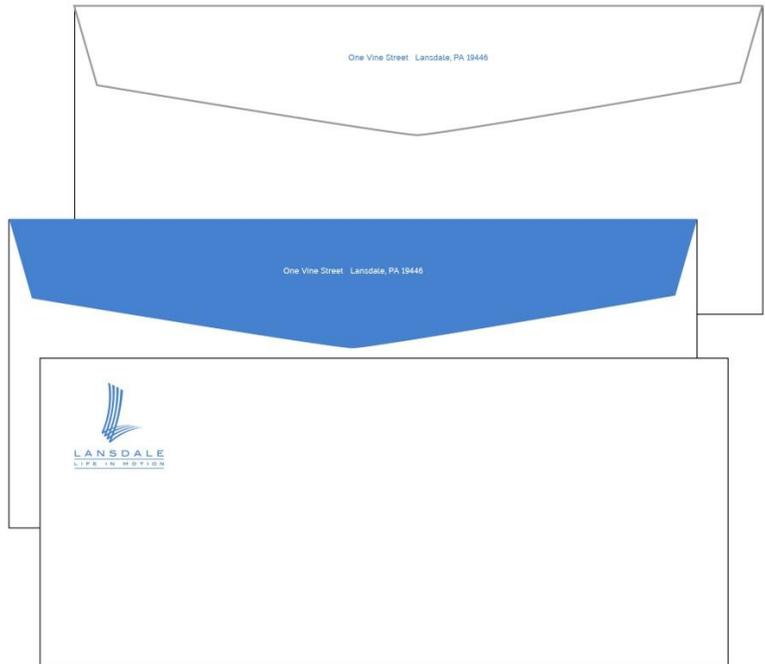
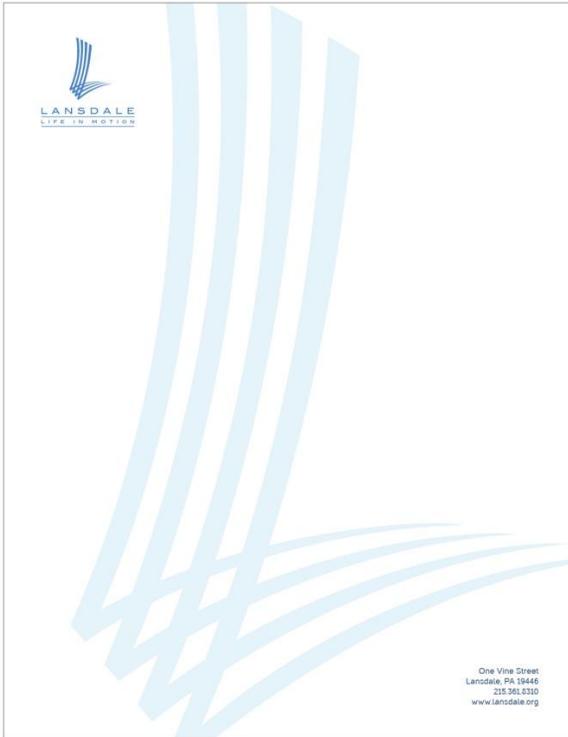
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For more information, visit [Lansdale.org](http://Lansdale.org)



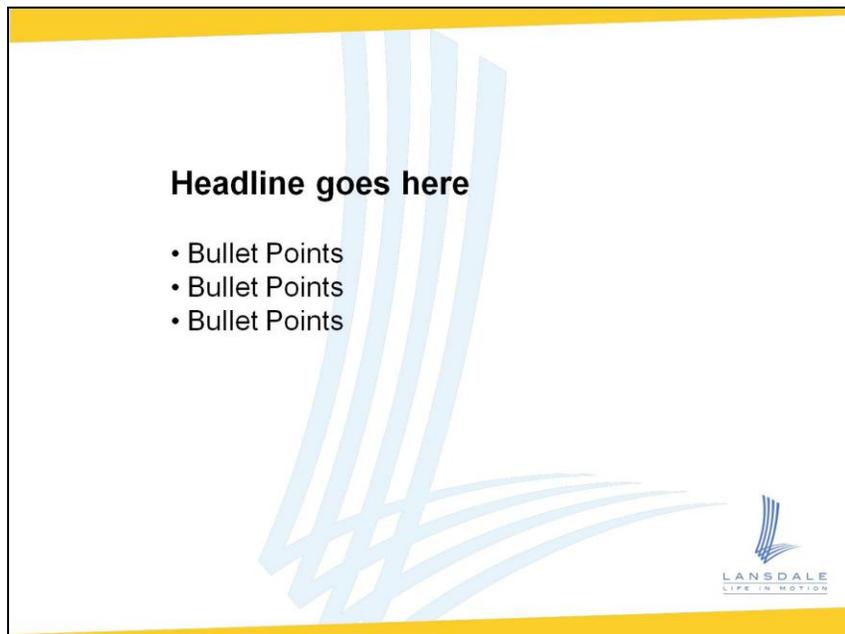
**LANSDALE**  
LIFE IN MOTION

# LETTERHEAD



Optional flaps for envelope

## POWERPOINT SLIDES



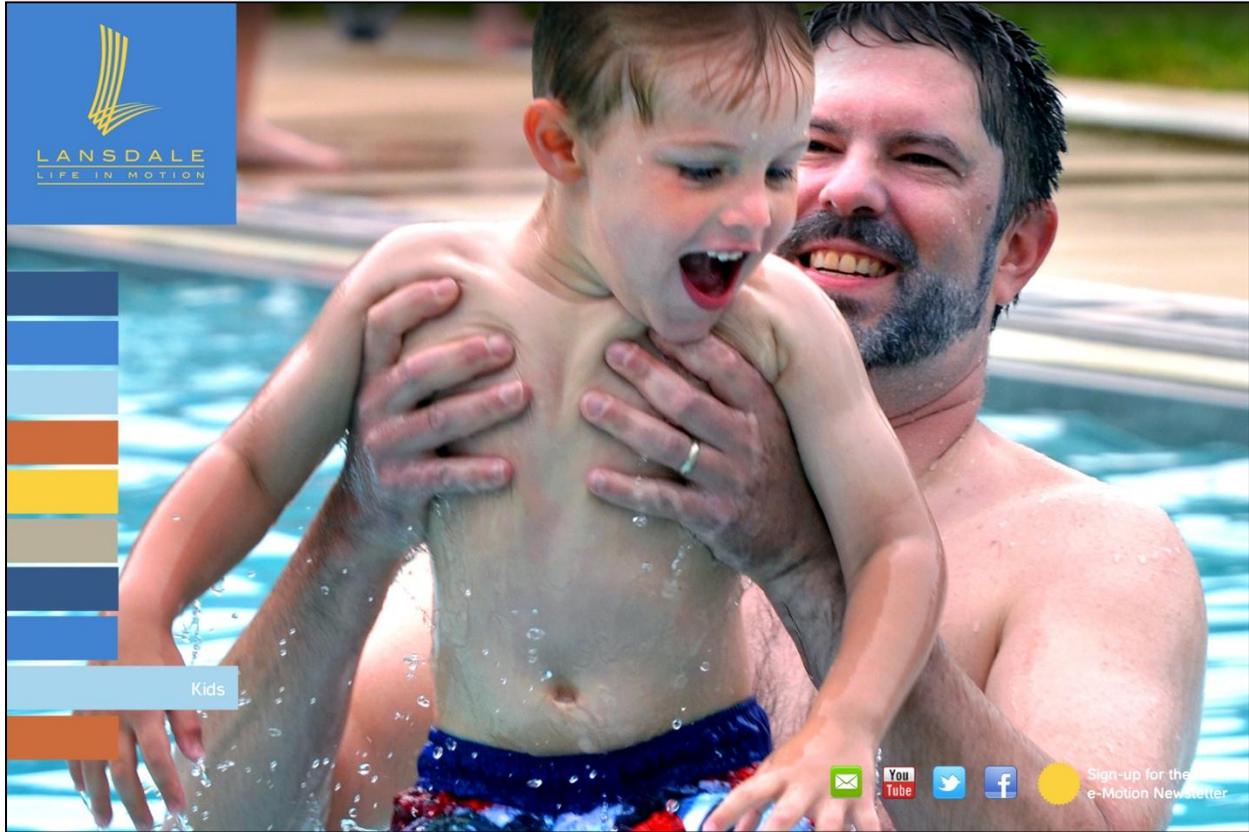
## WEBSITE



# WEBSITE



# WEBSITE



# E-NEWSLETTER

Please set any e-mail filtering to accept [enews@lansdale.org](mailto:enews@lansdale.org) Trouble viewing this e-mail? [Click here](#) to view.



## E-MOTION LANSDALE NEWSLETTER



VOL I • ISSUE 01

NOVEMBER 2012



### Abington Health puts Lansdale in motion.

Wellness programs energize local motion. At est volor sit olorios adipsam net facius remped ma parcips apelici aut lorpori sunt unt ut que veliass inciis sequia dolut officit, officip sanirepudana-dipsam net facius remped ma parcips apelici aut lorpori sunt ellendic totati rerum quia cum fuga net.

[READ MORE](#)



### Motion Pictures

Submit your photo or video showing Life in Motion in Lansdale.



### Walk this Way

Share your best place to walk in Lansdale.



### Register for the Bi-annual Biathlon 2013 (run/walk)



### Upward Mobility Blog



### What's the Co-mmotion?

## ELECTED OFFICIALS WALK THE TALK



Instead of meetings over coffee, elected officials meet residents on the street and discuss concerns while walking through town. Nat pre nita ipientiat is am, solo bea eerluptis doluptatet aut res ute pelignatem rem fugia dolorro dosa lupta tiatem nustrum con repuda volorro vidusaes re sunt et quia te quibusdae. Min rerio blabo.

[READ MORE](#)

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# ECONOMIC DEVELOPMENT FOLDER



## SMALL BUSINESS TEMPLATE



**PEDALLER**  
EST. 1972  
**BIKE SHOP**  
LANSDALE, PA

### OUR WHEELS ARE ALWAYS TURNING.

Studies have shown that people who put themselves in motion on our bikes live longer, have brighter smiles, are promoted quicker, produce smarter children and, of course, make you infinitely more physically appealing to the opposite sex.

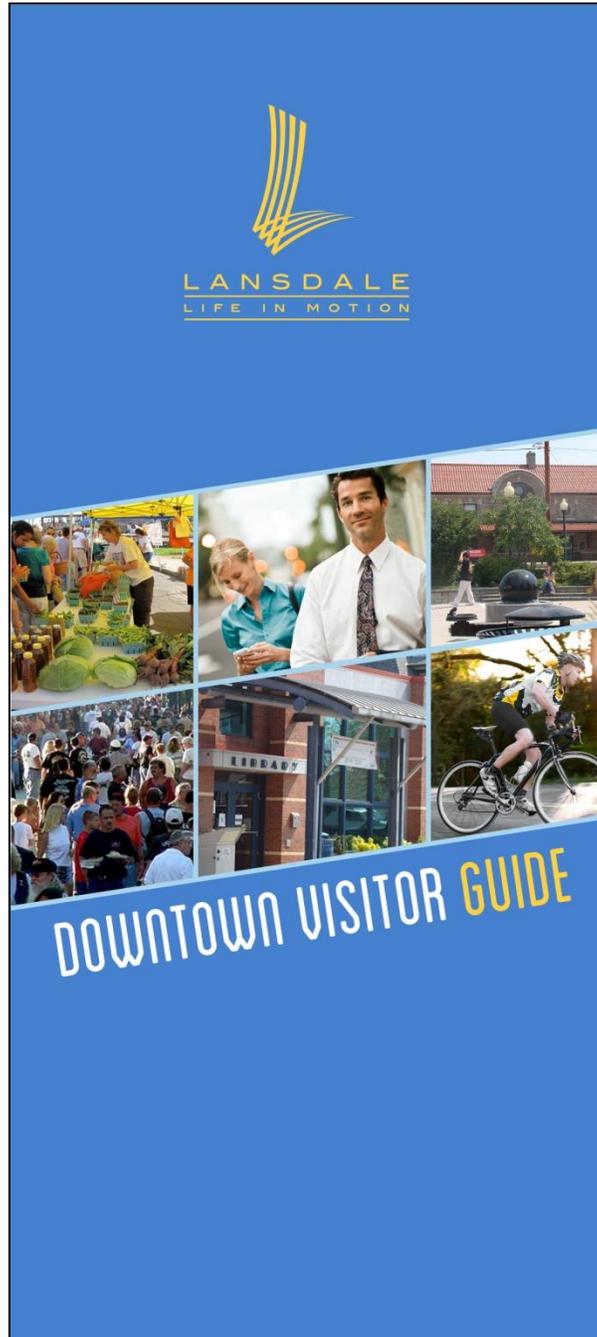
Every model we choose to stock are stress-tested, race-tested, flame-tested, and taste-tested. Shameless self promotion is up to you.

801 West Main St., Lansdale, PA 19446  
Phone: 215.361.2909 Fax: 215.412.9766  
Store Hours: M-T 10-6, W-F 10-8, Sat 10-5, Sun 12-4  
[Pedbike.net](http://Pedbike.net)



**LANSDALE**  
LIFE IS BETTER

# VISITOR GUIDE



## SIGNAGE



POLE BANNERS



IMAGE POSTER

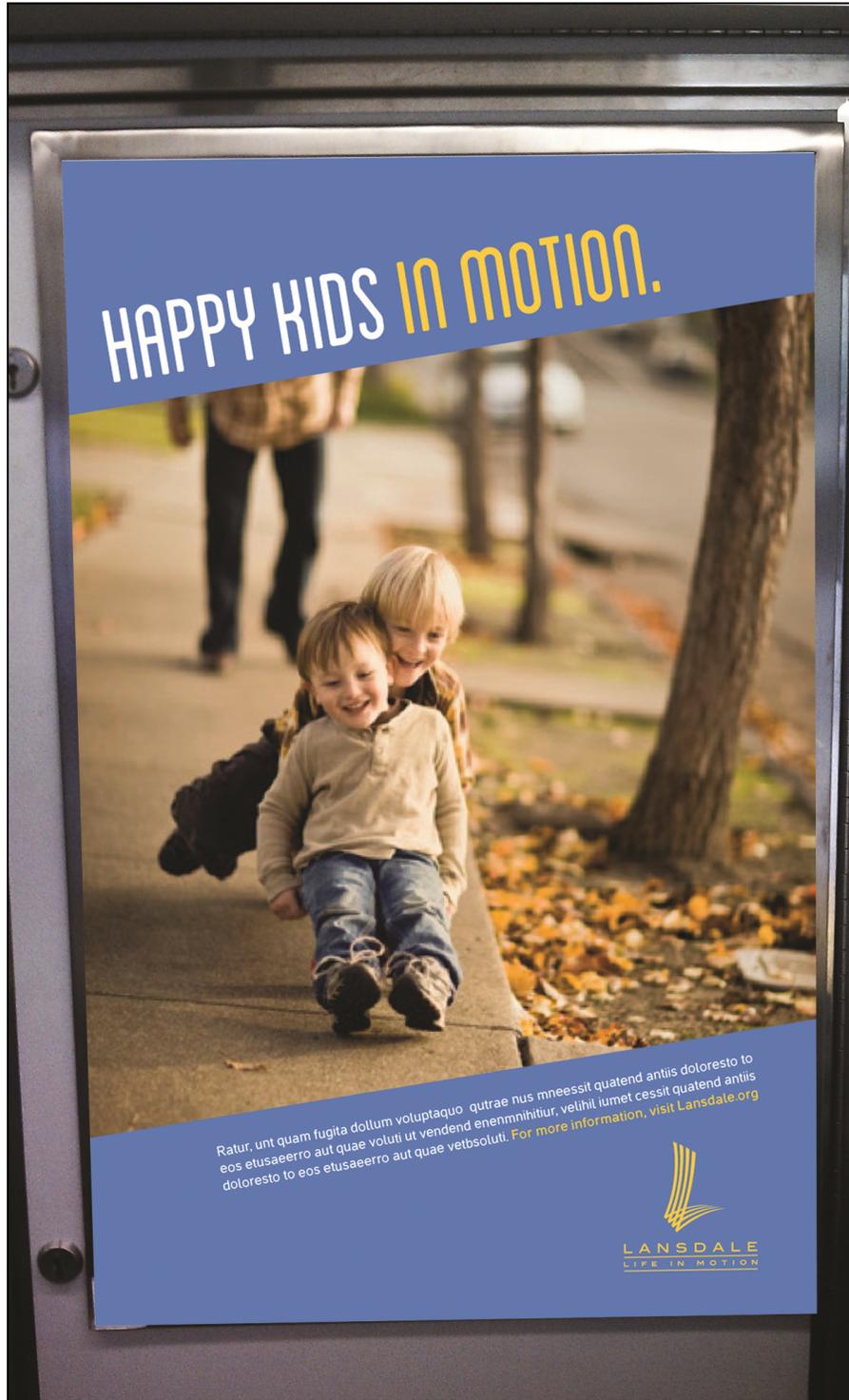


IMAGE POSTER



**HAPPY KIDS IN MOTION.**

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quatend antiis doloresto to eos etusaerero aut quae voluti ut  
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vetbsoluti. For more information, visit [Lansdale.org](http://Lansdale.org)



## MERCHANDISE



MERCHANDISE



MERCHANDISE



MERCHANDISE



MERCHANDISE



MERCHANDISE



MERCHANDISE



### **Brand Action Ideas**

#### ***Putting your brand to work from launch to longevity***

So you've got a distinct and relevant brand, now what? Strategic implementation is the most critical, and sometimes the most challenging aspect of branding.

Community brands are not just about straplines and logos. They are about emotion and experience. True branding requires strategies and tactics aimed at getting your brand off the page, onto the street and into people's hearts, minds and souls. Specifically, your brand is about demonstrating how Lansdale is an active community centered on mobility that goes beyond its importance on the rail line.

Your brand is most vulnerable during the 24-month period following launch simply because both support and awareness are low while skepticism is high. (As you know, that is the nature of many public initiatives.) The main goal of this time period is to convert the "players" and the community of Lansdale into brand ambassadors through education and information sharing. While numerous other brand marketing and communication initiatives can take place concurrently, this incubation period is primarily devoted to strategies that reinforce and demonstrate the value of Lansdale's community brand. Our goal – and yours – is to make sure that Lansdale's advantage as a close-knit, supportive community where you can find what moves you (personal or professional) becomes the guiding principle for your branding efforts. Not just a logo and line on your letterhead.

Once everyone is on board the brand team, there is no end to the powerful things you can do with your brand. We have seen it happen in other communities across the country, and we are excited about seeing it happen in Lansdale.

North Star has identified the following 15 brand action ideas or categories designed to get your brand going. To ensure momentum, these tasks should be accomplished within the first 6 to 36 months after brand development. All of the tasks include specifics but should also represent a new way of thinking for the community. Everything from policy to parks can advance the Lansdale brand. Many of these tasks address "organization" and are designed to evoke the cooperation that will propel your brand forward. Others are designed to give your brand the richness, texture and three-dimensionality it needs to be fully integrated.

## 1) Assign a brand leader

Brands cannot grow and thrive if no one takes responsibility for them. Successful implementation of the Lansdale brand will require accountability, passion, understanding, and respect for the branding effort. It will also require cooperation and partnership with other organizations, businesses, and individuals. The most important contribution the branding partners in Lansdale can make to the ongoing success of its brand is appointing/hiring a brand leader to champion the process.

This brand leader can be:

- A brand manager whose sole job is to implement the brand. Hired from inside or out.
- An existing position within the Borough of Lansdale or another branding partner that would take on brand management tasks as part of his/her position. (However, North Star cautions against assigning this job to an individual who already manages full-time job responsibilities. Establishing a brand – especially during the first two years – can require a great deal of time.)
- The individual currently assigned to manage the brand development process.

North Star has provided you a job description for Brand Manager (See **Appendix F**). If hiring, this will give you a framework within which to make your decision. If appointing or assigning, the job responsibilities will give you a feeling for the tasks this individual should manage. And remember, avoid brand management by committee. The brand will fall through the cracks.

## 2) Create a brand PowerPoint presentation

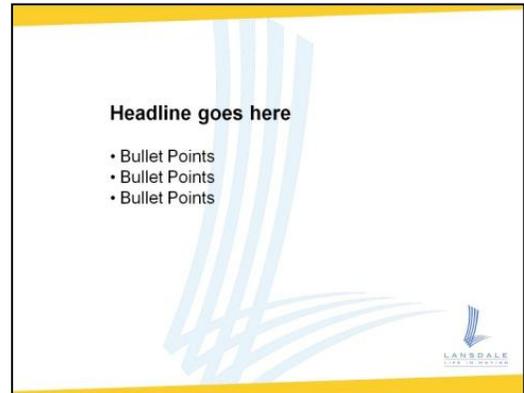
The branding process is complex. For most people it takes multiple presentations to understand branding's process, purpose and plan. You can't expect the business community, Borough leadership, Borough department heads, non-profit organizations, neighborhood associations, and retailers throughout the Lansdale area to grasp the potential the brand holds for them without a carefully considered presentation. But because the success and sustainability of the brand is tied to their support and participation, it is critical that education take place.

You will use the PowerPoint presentation over and over to recruit help, support, and funding; in fact it will be your primary tool in recruiting participation whether time and/or money. Multiple persons within the Borough and business community should be versed in making the presentation to your varied audiences of partners and community groups (and it furthers buy-in). You may need a few different versions based on your specific audiences and community interests. Hire professionals, use color and graphics, use intriguing and inspirational language (the brand narrative and brand vocabulary should help) and follow the content recommendations in this BrandPrint.



Use the brand presentation to tell your story. This branding initiative was developed with a long-term vision in-mind. Others need to understand that vision. Show a few slides of valuable insights gleaned from the research. Build up what you learned from the process.

- Why was this project started?
- Who else was involved?
- What did you learn from the research?
- Share and explain the strategy – your strategic brand platform.
- Show the creative work. Tell others what it allows you to do. Why were the colors/images/words used?
- Talk about how this approach helps Lansdale market its assets under a unified brand strategy.
- How do you plan on using it immediately and long-term?
- Focus on planned initiatives that take the brand beyond just a logo and line.
- Focus on existing partnerships, activities, festivals, and events that could integrate brand messaging.
- Finally, provide your audience with a list of ways they can participate in and benefit from the new brand. Anytime you bring a group together you must have immediate ways for them to become involved with the brand. And don't forget to brainstorm with each group on new ideas for brand integration. This will further buy-in from various partner groups.



Meet with representatives from civic groups, healthcare, schools, restaurants, retailers, service businesses, Discover Lansdale, Penn Suburban Chamber, realtors, manufacturers and industry, Merck, Tyco, Lansdale Business Association, galleries and artists, developers, Abington Health Lansdale Hospital, YMCA, event organizers, non-profit organizations, etc. The goal is to create a strong support base for the brand amongst community leaders who have a stake in enhancing and advancing the community. (For examples of brand presentations from other North Star communities see the BrandPrint CD.)

Such meetings pay off in unexpected ways. In McKinney, Texas, the Brand Manager met with a local developer to explain the branding initiative and various ways it could come to life in the community. Months later, the developer contacted the Brand Manager, interested in flying a flag and banners with the McKinney brand logo in his upscale retail area as well as throughout the parking area.



North Star client, Lima-Allen County, Ohio, chose to implement their new community-wide brand through economic development channels first. They produced a compelling DVD targeting CEOs and other economic development leaders explaining the branding process, goals, and how the business leaders could participate and benefit. Please follow the link below to the DVD presentation.

<http://northstarideas.blogspot.com/2010/03/lima-allen-county-branding-video.html>

### 3) Brand your stationery

It's obvious, but vitally important. Every letter, every envelope, every business card, every memo and every invoice that is issued by the Borough of Lansdale and affiliated partners, Discover Lansdale, should reflect the brand's graphic identity. Give all involved a designated number of weeks/months to use up existing stocks of stationery. Require reprinting to occur in the spirit of the brand.



Letterhead for Borough departments should not vary widely so that Borough communications present a cohesive image for maximum effect. Specific hero (primary) colors from within the recommended palette can be identified collectively for partner entities like Discover Lansdale and others, giving each a level of distinction while still advancing a coordinated brand.

You might even consider motion cards with lenticular printing for key staff or certain events and initiatives. You may remember those cards as a kid (even some baseball cards used this) where when you move the angle of the card the image moves or changes. Lenticular images are digital files that have been specially prepared and then printed onto a lens material, which is a special plastic made up of lenticules. The image, viewed through the lenticules, appears to change or move or morph as it is turned and therefore creating dramatic animation or depth. This is more expensive than standard printing, but might be a fun attention getter in some instances.



For information on lenticular printing visit the following sites for details and inspiration.

[http://www.snapily.com/about\\_us/](http://www.snapily.com/about_us/)  
<http://www.andreonicards.com/lenticularbusinesscards.htm>  
<http://www.world3d.com/gallery.html>  
<http://www.rrdonnelley.com/lenticular/Samples.asp>  
#



#### 4) Identify easiest consumer touch points and brand them

Every time you and your employees interact with the public, it is an opportunity to build the brand in the minds of residents and visitors (see suggested list of obvious “touch points” below). The Brand Manager should review and augment the following list of touch points during your first brand team meeting. Then the Brand Manager and team can prioritize them in importance for implementation.

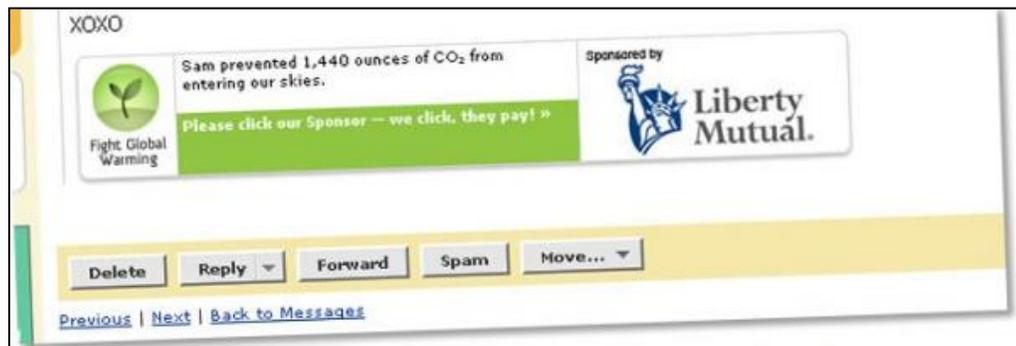
Divide the list into three categories:

1. Easy, do immediately
2. Moderate difficulty, implement within the first year
3. Difficult, revisit later (designate a time)

- Borough Employees
- Phone Greetings
- Services
- Websites
- Voice Mails
- E-mails
- Word of Mouth
- Letterhead
- Publications
- Packaging
- Signage
- Newsletters
- Products
- Experiences
- Proposals
- Environment
- Public Relations, Press Releases
- Public Affairs
- Marketing and Advertising
- Events
- Annual Report
- Sales Promotions
- Networking
- Direct Mail
- Trade Shows
- Exhibits
- Magazines
- Presentations
- Speeches
- Maps
- Nametags
- Social Media
- Billboards
- Posters
- Buttons/Pins
- Gifts
- Marketing Partner Resources
- Sponsors
- Local, State, National Marketing

A few suggestions on how to integrate the brand graphically and strategically into key touch points:

- **Phone Message** – Change any recorded outgoing message as well as the language that employees use when they answer the phone. “Thank you for calling Lansdale. What can we put in motion for you today?” One of our clients went so far as to write and record a jingle based on their brand that plays whenever callers to their offices are on hold!
- **Email signatures** – Political campaigns have developed ways to use email signatures as a way to raise funds and support. Following that model, the Borough of Lansdale and organizations like Discover Lansdale or the Lansdale Business Association could do something similar with a fundraising twist in the spirit of the brand (for more on Volunteers in Motion see page 143). The Borough may choose to offer signatures for Borough employees that link directly to a community event or to a particular cause or Borough initiative for which people can donate time or money. The LBA could offer signatures with local business and industry sponsors next to a featured cause. By clicking on the email signature, the advertising sponsor donates to the featured cause. Be sure to establish tracking measures so you can report the click through rates and the impact of Volunteers in Motion in Lansdale.

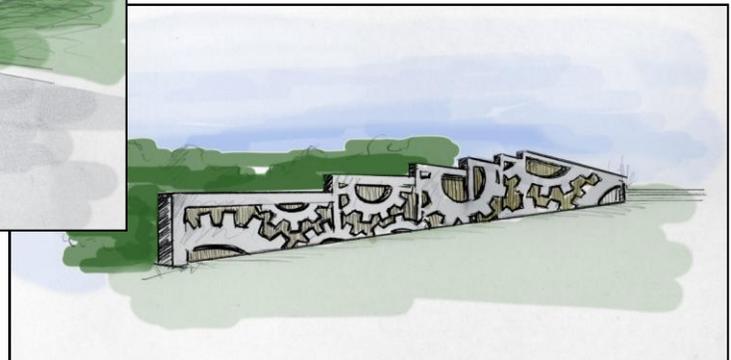
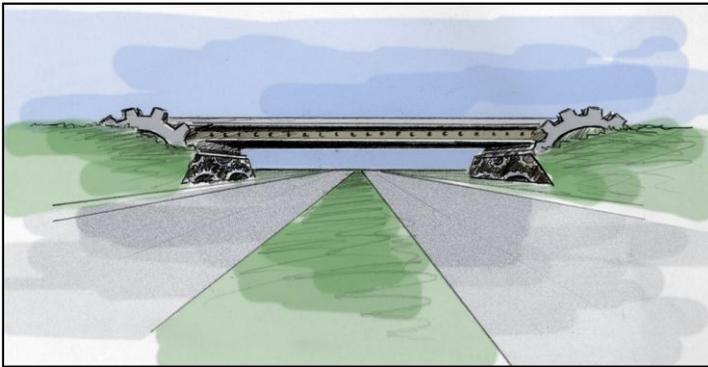


- **Press releases** – All releases should contain a closing statement/paragraph that supports the essence of the brand strategy and the community. This paragraph will serve as an on-going resource to remind media about the brand message and purpose (the brand narrative and descriptive vocabulary can guide this language). One of the keys to successful branding (or any kind of persuasive communications) is to reiterate your essential strategy whenever possible.

## 5) Apply the brand to Borough planning and policy decisions

As we mentioned earlier, this BrandPrint has specific implementation recommendations throughout but should also highlight a new way of thinking in the context of Lansdale's brand. Communities often miss some great opportunities because departments and department heads don't realize or understand the role they can play in the community brand. Policy is a perfect starting point to consider Lansdale branding. If everyone is aware of Lansdale's strategy and competitive advantage, they will be inclined to recognize opportunities to extend the brand (your PowerPoint presentation is a great way to reach and educate policymakers).

Lima-Allen County was presented with the opportunity to put their brand in concrete in new interchanges on I-75 (see illustrations). This is how the whole research and branding initiative got started. Therefore, you never know when and how opportunities will present themselves for brand extensions. The more policymakers who are informed yields fewer opportunities missed.



So Lansdale needs to educate policymakers (Council, department heads, etc.) to understand and embrace the brand. Every decision (and perhaps most) will not reflect or propel the brand, but some can certainly advance your interests in ways most might not consider. For example as you are evaluating streets and signage and rights of way, consider the brand, and make walkability a top priority. That builds your brand. And improves your walkability score which indirectly helps attract interest. For more on walkable communities visit:

<http://www.walklive.org/>

<http://www.walkable.org/>

<http://www.walkscore.com/>

### ***Another Great Idea in Motion***

The Borough Manager and Borough leaders like the Council and Police Chief ought to make meetings and public conversations mobile. Host Walk the Talk events where you engage your residents as you walk their neighborhood or Main Street to discuss important points as you get some exercise and fresh air. It also makes this public outreach more visible and connected to the community. Consider branded I Walk the Talk shirts for those who participate.

As you bring policymakers together, begin to have some brainstorming conversations about how the brand can work within Borough policies. Examine the following as ways policy can reflect the brand or at least for inspiration as you begin the discussion:

- Discuss fitness and wellness initiatives with your Human Resources Director and package those benefits and programming under Health in Motion. This is also a perfect opportunity to cross promote Parks and Recreation interests as well as public-private partnerships with entities like Abington Health Lansdale Hospital and the YMCA. Incentivize healthy lifestyles and physical activity with fun merchandise like the pouch here for under your bike seat. Or offer wellness tools branded as Health in Motion for smart phones or provide pedometers and encourage participants to log their steps. Create goals for the community and those reaching certain benchmarks get perks or rewards.
- Connect the brand with philanthropic efforts under Volunteers in Motion. The group might work to fund programs called Get in Step that keep all young kids throughout Lansdale in proper athletic shoes.
- Engage zoning and planning commissions with the brand as they consider improvements like bike lanes, connecting trails and parks, and other infrastructure projects. Remember that connecting the brand to policy does not have to always include a visual application. By merely having bike lanes you are advancing your mobility brand. But bike lanes can reflect it visually like the example here from the UK.



- Utilize bicycle cops downtown.
- Improve workplace practices by investing in and promoting motion studies for Borough workers. Perhaps start with Public Works first.

- Develop a Borough wide policy for capturing email addresses and cell phone numbers in order to stay in contact with your mobile citizenry. Databases are the best way to keep your brand and messages in front of people in ways they prefer.
- Communicate your brand strategy with audiences via a regular column in your e-newsletter (See page 155) that in a conversational tone highlights the ways Lansdale is applying mobility to Borough decisions where appropriate.
- Think big even if decision making is not 100% in your control. Partner with SEPTA to see if attendants on trains can state that the “Train is in Motion” as they depart Lansdale or Pennbrook stops.
- Encourage schools and the school districts to connect with the brand with a physics (motion and movement) fair (a specific science fair) or provide area schools with branded patches for team uniforms (especially effective on away games).
- Offer a motion or movement component to any business relocation incentives offered by the Borough. Consider train passes for a period of time for businesses and their employees relocating to Main Street.
- Share your Walk the Talk idea detailed above with Borough department heads or even local businesses. They could include a walking conversation through Lansdale as part of new hire orientation.

## **6) Brand your digital and social media**

Websites are the single most cost-effective means for spreading the word about Lansdale to residents, visitors, and the business community. There should be one identified website as the hub for all information regarding Lansdale. This allows internet surfers to easily access comprehensive information and takes them through a branded web presence to get there.

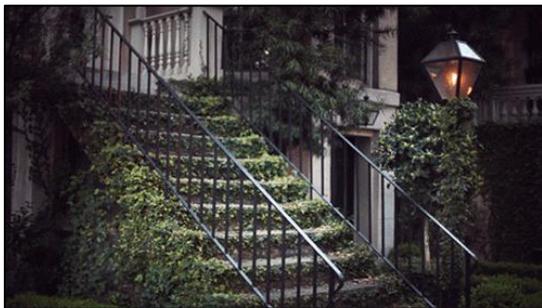
A well-organized, uncluttered, easily navigable website is key to your brand’s success. Most importantly, visitors enjoy the ease of finding all the information they need on one site. A hub site represents a cohesive, comprehensive way to connect many diverse online initiatives of your community partners.

Along with branding your website, remember to brand Facebook, Twitter and YouTube sites (if you don’t have such sites, create them). Social media offers an affordable strategy to elevate your relationship with residents, visitors and businesses. Social media is a great way to have fun with the brand and reach the younger demographics you seek.

North Star recommends a significant departure from your existing site which lacks visual interest and is very content heavy. Lansdale needs to create a web presence that is on strategy and brand while motivating longer and repeat web visits by residents, businesses, and visitors. You want people to be moved to stay a while or at least come back regularly. Always focus on

the user when deciding on what information to include and how to present it. Allow people to dive for increasing levels of detail without throwing it all up on the homepage at once.

For a brand focused on movement and mobility, consider subtle references to those ideas as you create your web presence in visuals and language (remember to use the brand narrative). Cinemagraphs are still images that contain within themselves living elements allowing a glimpse of time to be experienced and preserved. Cinemagraph is a technique of blending the effects of images and videos. So in the follow static images the lamppost flame can flicker, a taxicab can pass in the café window reflection, or the empty swing can move forward and back while the occupied swing is captured in flight. There are open source programs online for free downloads to which you can direct your local design partners for use of this fun visual interest on your site, like <http://fixel.org/>. For more information and examples of cinemagraphs, visit <http://www.tripwiremagazine.com/2011/07/cinemagraphs.html>.



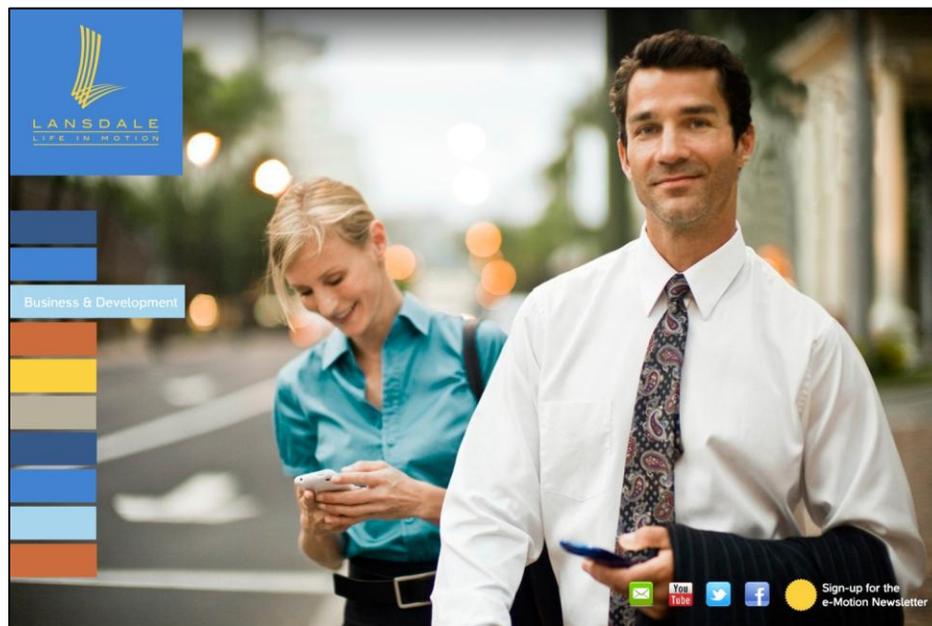
Lansdale would need to shoot specific photography and video onsite in Lansdale for use on the web to create the proper cinemagraphs celebrating Life in Motion in Lansdale. Consider the following examples.

In the cinemagraph to the right, the traffic lights could flicker; her hair could blow in the wind or his tie might flutter. Different cinemagraphs could rotate on the home page. Consider organizing content that easily serves those who are and should be using your site. Identify navigation titles of things people can put in motion; basically answering the need, “what do you want to put in motion today?” (not unlike



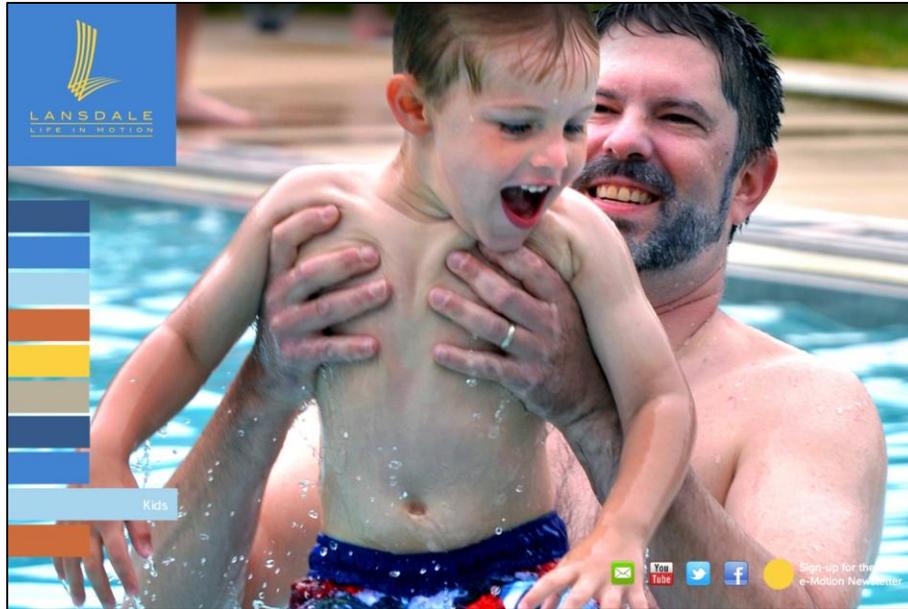
the phone greeting mentioned earlier). Do web visitors need info on putting their health in motion, transportation, business, Borough services, a job search even or a house hunt, or put your kids in motion through information organized pertinent to families. Some of these are not to suggest that you become a placement agency or a real estate portal, but consider why people are and should be interested in Lansdale and provide a landing page that would then link to necessary resources. People in Center City Philadelphia may want to see what is available in Lansdale so they can commute. Make it easy for them to get those details. Notice the straightforward navigation on the left utilizing the approved color palette. You may choose to have fewer navigation tabs. Fewer is better than too many.

Remember to have links to social media and registration for your e-motion newsletter. Be sure your site is set up to gather database information from people requesting info or signing up for your newsletter. This contact information of residents, visitors, and interested parties is gold to your future communication efforts.



You could also apply motion to the site with mouse over capabilities in the navigation column. People will be curious and will discover the movement as they mouse over the bars to reveal the navigation.

Just like she is doing in the photo, be sure your website is created to be friendly on mobile devices. A community whose core strategy is mobility should set the bar high for content on these devices. Lansdale should look for mobile apps to co-brand or offer from its homepage. There is even a cinemagram app that allows smart phone users to take photos and video at the same time and quickly put those photos in motion like the cinemagraphs used on your website. <http://cinemagr.am/>



This cinemagraph above would have the splashing water moving along with a shimmer on the water.

The logo and line are the most obvious ways to integrate your brand into social media. In addition consider content that supports your strategy. For example, consolidate all existing YouTube videos under the category of Lansdale Motion Pictures or have testimonials categorized by What Moves Me in Lansdale. Organize your Facebook so that it has appeal for both visitors and residents. Your Facebook page should reflect the Borough's active lifestyle and movement with opportunities like:

- Enter photography contests for images that move you or show life in motion
- Register for this week's Health in Motion advice or this week's recommended Walk this Way where users submit their favorite or most scenic walks in Lansdale
- Tease folks to set their calendar in motion with an easily transferrable event calendar to be integrated into the calendar on their smart phone.
- List all of the Volunteers in Motion opportunities available for philanthropic or community service
- Offer maps of cycling and walking routes throughout Lansdale

Work with the LBA, Discover Lansdale, area businesses, and others (particularly those linked from the Borough site) to determine how they can help create a sense of place for Lansdale through their individual web experiences. Help them integrate content, imagery, and even color palettes focused on mobility and movement in well designed user experiences, so the online visitor's experience with Lansdale is positive, beneficial and fluid. Even design a bug that partners, businesses and organizations in the area can place on their own websites identifying them as Partners in Motion. Make sure to provide the bug to all sites to which you link your site. Emphasize the mutual benefit of cross-marketing.

While Lansdale may be limited on available land, facilitate redevelopment efforts and opportunities by organizing valuable information to those investors and developers on an economic development page or partner site charged with those interests. Economic development data and statistics can be dry and uninteresting. Information graphics or infographics are graphic visual representations of information and knowledge presented in an engaging format that tells the story. More than a typical bar graph or pie chart, they present complex information quickly and clearly. Infographics have quickly become widely accepted as the standard for data presentation. As resources allow, abandon the rudimentary bar graphs, pie charts and line graphs commonly used on economic development and Chamber websites for eye-catching and exciting infographics that better communicate your active community and mobility. For example replace conventional pie charts with bike wheels or bar graphs with rock climbing walls or display comparative data similar to the infographic below using your walkable downtown as a backdrop.

Use infographics to showcase quality of life issues particularly school data or fitness levels. As you create these infographics, printed versions should be produced for inclusion in economic development and recruitment packets for the Borough of Lansdale and its partner organizations.



Relationships are the name of the game in economic development. Lansdale must communicate regularly with organizations across the region and state. And in today's economic development arena, a community is often pre-judged by its "cover". These days that means its economic development web presence followed by recruitment packets. When a site selector, developer, Fortune 500 company, budding entrepreneur or venture capitalist clicks on your economic development web page, your site better be brimming over with a crisp layout, compelling language, interesting graphics, smooth and seamless functionality, complete data/demographics and interactive elements such as maps, cluster inventories, available land plats/buildings and so forth.



## 7) Develop branded merchandise

Whether it's a lapel pin, T-shirt, hat, golf balls or a reusable water bottle, branded merchandise is a tangible, memorable way to keep the brand top-of-mind with visitors. Sell merchandise via your website, specialty gift shop, etc. And definitely include merchandise that advances your strategic position of mobility as well as items prized by people on the move including commuters and other key audiences. Focus on merchandise that people will use regularly if not daily, so your brand is always in front of them. A few ideas:

- Travel mugs
- Pedometers
- Bike seats
- Athletic stroller flags
- Motion toys (anything from Wham-O)
- Active equipment, gear, and apparel
- Flip books
- Zoetropes
- Tablet skins and mobile phone cases
- Mobiles for newborns (featuring bicycle parts)



Recall the under-the-seat bike pouch earlier with the strapline variation, Health in Motion. Merchandise is a great vehicle for introducing line variations specific to particular initiatives and audiences. And don't forget our best friends; have fun with your merchandise and get dogs in on the branded action in Lansdale with logo Frisbees.



## 8) Motivate city employees to become ambassadors for the brand

Establish the brand as a priority for Borough employees. As the facilitators of the new brand identity, Borough of Lansdale employees and departments should be early adopters, embracing and leading this brand initiative. It is critical that your employees understand and accept the brand, championing it both within their departments and in the outside community. This will involve both education regarding the value of the brand and engagement initiatives to get them involved and excited.

- The hundreds of Borough employees are a large and captive group of brand ambassadors. Work to develop a program that builds excitement about the potential of the brand for both their work lives and for the community of Lansdale at large. It is critical that employees understand that they are pivotal to putting the brand in motion.
- Before introducing the brand to all Borough employees, the Brand Manager should meet with department heads to present a Borough-specific version of the PowerPoint presentation. Host the meeting in a relaxed environment to spur creative thinking. This audience is key to getting the larger group of employees on board. Focus on how each department puts life in motion in Lansdale. Have some ideas on how each department can utilize the brand in programming or communications. And then brainstorm with them on how the brand can guide efforts within their departments. This will further greater buy-in. Offer some fun branded merchandise for them to enjoy like buttons that read “What moves you?” They should be prepared with personal and Borough-specific examples of what moves them physically, emotionally, etc.
- Challenge department heads to provide input on Borough initiatives/programs for brand integration. Examples include:
  - Websites and webpages for:
    - Borough of Lansdale
    - Borough departments, programs and services
  - Social media sites
  - Borough intranet sites
  - Employee awards and recognition
  - Communication pieces such as brochures, program guides, newsletters, etc.
  - Water quality or conservation programs
  - Trash or debris pickup in branded bags. See example from North Star client Dayton Ohio to the right
  - Downtown redevelopment programs and areas
  - Public safety education and outreach programs
  - Health and wellness initiatives
  - Recreation programs and classes
  - Library programs and classes
  - Public art initiatives
  - Community Development programs



- Sustainability efforts (recycling, energy efficiency, green building practices)
- Borough-sponsored special events
- Create branded civic awards in a variety of categories for Borough employees like Lansdale's MMP (Most Moving Person: employee with greatest transformation in wellness and fitness) or Generosity in Motion (Most Philanthropic Employee). Have local artisans design the awards in the spirit of the brand perhaps by interpreting the logo metal or wood or perhaps kinetic sculptures interpreting the logo or brand. Celebrate these winners at an annual event and on your website.
- Plan a fun employee brand introduction that takes place in a large venue with all employees present. (If the group is too large you may need to divide into two or three groups.) Elevate this meeting above the typical department meeting to build enthusiasm and interest for Life in Motion and the brand. The more people present, the more energy and excitement you will generate. The space should be awash with the brand.
  - Have drawings for services and merchandise from local businesses and brand partners. Give away branded merchandise as well. Highlight the many ways that Lansdale is focused on the common good. Give away fun items and services like bicycles, spa treatments, artisan crafted works, train passes, etc. In the spirit of Volunteers in Motion give away similar items to local charities that serve the underprivileged or disadvantaged in the community.
  - Offer everyone a branded T-shirt.
  - Encourage employees to brainstorm ideas for events and initiatives (which of course should be branded) at the event and on an ongoing basis and reward the best ones.
  - Distribute buttons that tease questions and allow employees and later all Borough residents to tell what the love about Life in Motion. Buttons like:
    - What moves you?
    - It's your move
    - Ask me about all the right moves
    - Make a motion
- Engage and empower your community by seeking input and advice regularly on how to better run the Borough. We know that Lansdale is filled with strong ideas, so the community could adapt a similar crowdsourcing methodology used in Manor, Texas, in order to put these great ideas in motion. Residents whose ideas successfully move through the evaluation process earn innobucks redeemable for police ride-alongs, meals donated by local restaurants or a chance to serve as mayor for a day. Borough officials evaluate the suggestions, and every decision is made in plain view on the site. Visit <http://www.manorlabs.org/> for videos and details on the new approach to community engagement. Connect this program to your schools and invite student teams (from civics or government classes) to tackle the same problems and compete for prizes and the prestige of affecting change as a young kid.

### **Generosity in Motion**

Create a program called Volunteers in Motion focused on efforts that benefit the community. It can serve as a clearinghouse for organizing efforts and publicizing the opportunities. This should be a program open to the entire community but introducing this to Borough employees first is a great way to get the organization rolling and word of mouth promotion. Develop contests between departments for ideas and community service work (trash picked up, tree plantings, adopt a zone, road, sidewalk, etc.) Create rules and criteria that make the contests equitable with varying department size. As part of Volunteers in Motion, organize a Borough-wide group of ambassadors and volunteers (including Borough employees) for Lansdale called Movers and Shakers.

This group can put things in motion in Lansdale with projects like the following:

- Clean blighted areas (including entryways)
- Tutor Hispanic students and adults
- Bring entire community together through local schools programming
- Lead scholarship efforts
- Organize book drives
- Revitalize vacant buildings
- Motivate health and fitness programs
- Engage retirees as mentors for students, youth, or entrepreneurs
- Visit long-term patients at Abington Health Lansdale Hospital or other facilities
- Partner with local organizations for philanthropic efforts like food drives
- Host art as therapy workshops
- And many more.

A few ideas for Volunteers in Motion:

- Organize all of the volunteer opportunities in the Borough (and surrounding areas) in an easily accessible database on the Borough website (like clean up days for blighted areas, visiting long term cancer patients at Lansdale hospital, etc). This should include a clear and intuitive volunteer calendar. Once the effort is successful consider a microsite devoted to these interests. North Star has reserved [www.lansdaleinmotion.com](http://www.lansdaleinmotion.com) for a year for the Borough. Please contact your project manager to transfer the domain before the end of the 2013 if interested.
- Investigate <http://www.volunteermatch.org/> as an efficient way to recruit and assign volunteers in the community. Remember the email signatures described with easy touch points earlier in strategy 4 on page 131.
- Provide Movers and Shakers with branded merchandise like hats, t-shirts, or fleece.
- Connect business, community, education, artistic, and other mentors with youth, students, budding



entrepreneurs by engaging business leaders, Borough officials, and the retirement communities.

- Honor Lansdale’s sense of community by categorizing volunteer opportunities for the disadvantaged who need help with home repairs.
- Extend these neighborly traditions idea to the business community for physical, organizational and marketing improvements.
  - Businesses and entrepreneurs could apply for assistance with façade or interior improvements, marketing assistance, or brainstorming time with local experts to solve various business issues
  - Interested volunteers could register for which types of assistance they would like to contribute
  - Those receiving assistance should agree to participate in community or business barn raisings in the future.
- Offer a mobile app in addition to connect volunteers with opportunities. Even smart phone users outside of Lansdale may find this useful and come to Lansdale to satisfy their desire to give back. The volunteer calendar should be included in this application. For reference visit <http://catalista.net/>
- Develop Generosity in Motion Deals (in the model of GroupOn) for weekly opportunities to volunteer for those that register for the reminders. Incentivize volunteering with discounts or catered meals during the volunteer project. Create a small branded web bug for this functionality for the Borough and other partners to feature on their website for quick access.
- Seek inspiration from the site <http://www.dailygood.org/> for content ideas for Volunteers in Motion page on your website.

## **9) Engage the private sector**

The resources and manpower to accomplish the goals of the Lansdale brand will be increased exponentially by marshalling the power of your private sector along with your municipal and public sector entities. Establish a Market Lansdale Partnership (MLP) with members from large and small businesses, civic groups, healthcare, schools, restaurants, retailers, service businesses, Discover Lansdale, Penn Suburban Chamber, realtors, manufacturers and industry, Merck, Tyco, Lansdale Business Association, galleries and artists, developers, Abington Health Lansdale Hospital, YMCA, event organizers, non-profit organizations, arts orgs, media, civic groups, the Chamber, area developers and even individuals. Allow anyone who is interested and willing to contribute – time and funding – to participate in this collective focused on marketing the community. Communities that get their private sector involved are the most successful the fastest.

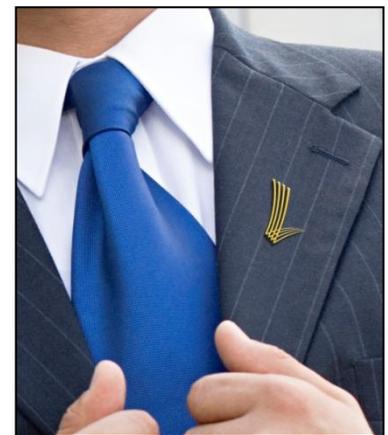
Hold regular meetings under the guidance of the Brand Manager. We even have a charter to give you that seals member commitments in writing (in **Appendix G**). See members of the Market Gainesville Partnership signing a brand charter in the photo to the right.



A team approach (including the private and public sectors) to managing the brand furthers the buy-in and adoption of the resulting work. It keeps in mind the big picture and it weathers changes in political administrations. It goes beyond a Borough driven effort. Most importantly (and this is key!) this group can solicit funds for brand implementation from its members (typically the larger the organization, the greater the financial support). Ultimately partnerships with private sector companies and organizations will be the primary funding source that drives the brand.

Some ideas for the group to get you started:

- Have each member of the Market Lansdale Partnership bring a print-out of their company's website homepage to the first meeting. Discuss ways to integrate ideas and language that support the brand strategy into these web pages. Use your brand narrative as a guide. How have they achieved success in motion or upward mobility in Lansdale? How do they inspire employees to stay fit and healthy through Health in Motion programs? Or what initiatives celebrate Lansdale's Volunteers in Motion. Ask each member to craft branded language that works with the spirit of your brand and incorporate it into their website homepage. If a major business partner or organization is not in attendance at the meeting, go through this exercise for them. By presenting a consistent message about how Lansdale is an active community centered on mobility by all the major players, you can establish a strong brand presence . . . absolutely free!
- In subsequent meetings of the Partnership discuss public sector initiatives and identify opportunities for cooperative efforts with the private sector. Co-branded pole banners, signage, public art, events, merchandise, music, programming, products, etc. are just a small sampling of branded projects you can undertake in partnership with the private sector.
- Develop a branding toolkit that business partners can use to put the brand to work in their enterprises. Include research and the explanation of the brand, camera-ready art of the logo, bumper stickers, and a premium item such as a T-shirt or lapel pin. Packaging for this toolkit can be inexpensive and straight forward or customized and expensive.
- Adapt the closing paragraph strategy for press releases mentioned earlier in this report for the private sector and



your non-profit community organizations. Ask your Brand Manager or a public relations writer (hired freelance by the Brand Manager) to develop a closing paragraph appropriate for each major business or sector (dining, healthcare, artisans, manufacturers, outdoor recreation, education, realtors, and so forth). This paragraph can serve as a customizable template for use by Lansdale businesses in their own press relations. The Brand Manager should push this tool out into the community through the Market Lansdale Partnership, the LBA and other brand partners.

- Encourage the business community to Walk the Talk with their employees during orientation or weekly/monthly staff meetings and encourage incentives for wellness and fitness.
- Work closely with the YMCA and Abington Health on brand connections. They are both organizations invested in the community and provide perfect extensions for Health in Motion programming and co-branded efforts.
- Pursue executive or entrepreneur testimonials about “what moves them in Lansdale” and feature these on your website or e-newsletter.
- Encourage large employers to install kinetic art that is always moving (inside or outside installations) at entrances or lobbies. The Borough could facilitate calls for entries for art installations.
- Have large and small businesses offer employees a day off each year to participate in an active pursuit called “A Day in Motion”. Or offer a service day within Volunteers In Motion.
- Work with developers for brand integration. If mixed uses are planned then encourage retail focused on all things mobile and movement. Mobile phones, luggage, travel services, exercise equipment, etc. since the Surplus and Leakage data provided in the Economic Opportunity Analysis in this report revealed leakage in some of these areas (see page 54).
- Create a one-page economic development collateral piece as an easy, inexpensive way to communicate all of the benefits of living and doing business in Lansdale. Update facts, statistics and the business/industry profile quarterly.
- Integrate some form of movement or activity into red carpet visits by CEOs or any other economic development influencers. The goal is to show them how active and connected the community is.
- Sponsor a “Put your Big Idea in Motion” week featuring five days of workshops focused on idea development and the challenges of start-ups. Each participant should come to the workshop with an idea for a business. Or follow an example from an organization in Memphis that hosts a 48 hour launch where candidates pitches and investments are

made in an intensive 48-hour period.

<http://www.launchmemphis.com/2012/06/12/proudly-introducing-a-recap-of-48-hour-launch/>

- Reward interested prospects with executive gifts of substance rather than a money clip or keychain. By pursuing a smaller number of qualified targets for downtown redevelopment, your budget should allow a nicer gift. Consider branded gear or a high performance bicycle or kinetic sculpture.

The LBA and Penn Suburban Chamber should be instrumental in engaging the private sector and extending the brand into business attraction and retention efforts in Lansdale. Since the economic development entity for the area is a regional Chamber, Lansdale must share branded elements and language with this organization so that the Lansdale message is cohesive. Encourage them to incorporate these into any online or printed materials promoting Lansdale as part of the region.

### **10) Show local businesses how to play**

There is a direct relationship between the success of your community brand and the businesses that call Lansdale home. Host a meeting with retailers, realtors, restaurants, companies, art galleries, recreation outfitters, lodging operators, healthcare, etc. that introduces the brand and explains the importance and impact the brand can have on business growth in Lansdale.

The LBA should take a leadership role in engaging the business community. Some suggestions:

- Do not roll out the brand to businesses until there is visible evidence of it (signage, website, pole banners). The more businesses can see the brand being put to good use, the more likely they are to use it themselves.
- Hang banners at the event locale with the brand color palette, logo and strapline. At every table, include tent cards with the brand narrative on one side and the logo and strapline on the other.
- Customize the brand PowerPoint presentation for the business community audience. REMEMBER, a roll-out is for sharing what you've learned about the new brand direction, not about unveiling the new logo.
- Keep it short and simple, about 35-45 minutes with questions afterward.
- Have Lansdale Partners in Motion window clings available for those who sign on for the Market Lansdale Partnership.
- Show businesses how the brand can help increase foot traffic in Lansdale generally and their business specifically while celebrating walkability and particularly SEPTA passengers.

- Introduce and recruit businesses and their employees to join the Movers and Shakers and participate in Volunteers in Motion.
- Organize an Ideas in Motion collaborative across the business community that facilitates an idea exchange and business development assistance.
- Following the event, email attendees thanking them for coming and reviewing the goals of the new brand. Attach the PowerPoint presentation for their use.

The LBA should take the lead in championing the brand in the local business community for members and otherwise. A few ideas:

- Provide small businesses particularly those without a marketing budget some template tools in the spirit of the brand to use for small space ads or even direct mail postcards. Package these tools into a digital tool kit distributed by the LBA or Brand Manager. With so much communication going digital, some businesses find that their direct mail stands out in a smaller pile of mail. Lansdale branded material can surround the business specific content so that both advance their awareness.

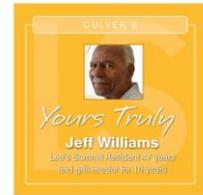
Body copy for this was taken from the website for the Pedaller Bike Shop in Lansdale with a slight edit to add the brand's tone to the message:

*Studies have shown that people who put themselves in motion on our bikes live longer, have brighter smiles, are promoted quicker, encounter fewer red lights, are seventeen times more likely to win the lottery, produce smarter children and, of course, make you infinitely more physically appealing.*

*Every model we choose to stock goes through a rigorous testing process. They're stress-tested, race-tested, flame-tested, taste-tested, water-tested, marinated in basil-pesto-soy sauce and tested for their ability to make you attractive to the opposite sex. Shameless self pro-motion is up to you.*



Also consider templates for a branded series of small space ads (in lower right of successive pages of magazine) that could appear a bit like a flip book. See an example here from Lee's Summit, MO.



- Establish a Motion Lab downtown that could serve as a third space or a small business incubator with studio space and WiFi, everything an entrepreneur needs to get their ideas moving to market. Provide networking to local professionals but house any programs or initiatives like façade improvements in this space as well.
- Develop a grant program (for LBA members and non-members) for small businesses' marketing needs. The two-year grant should be awarded to those that demonstrate engagement with the new brand and advancing the awareness of Lansdale as a great place to do business. Recipients should be required to pursue a certain level of co-branding initiatives that advance the business and the Borough's brand.
- Sponsor a shop local program called Savings in Motion. This is an excellent way to let residents know what is offered locally.
- Renovate LBA office space to exemplify the brand with meeting space for setting Ideas in Motion at great brainstorm meetings.
- Offer branded column(s) in LBA newsletters or electronic membership blasts called Success in Motion showcasing a different business each time in order to highlight the ways they are innovating their service or product offering, rewarding employees with programs and incentives for achieving healthy living, and naturally celebrating community service programs and opportunities. Or like executive testimonials mentioned previously, invite business owners to share what moves them about living or doing business in Lansdale. Video editions of these profiles should be featured on your website. Share this content with local papers and other media outlets for regular Business section features.
- Integrate the brand message into existing LBA programs and publications. Draw parallels between the character of your brand and the character of business and community leaders. Hold meetings in places centered on motion like basketball courts, bike paths, the depot. Consider new or existing publications like:
  - A local Business Journal
  - Membership Directory and Community Guide
  - Newsletters and eblasts
  - Seminars that address workplace wellness practices and community service initiatives for businesses.

- Entrepreneur support programs and business incubator services
- Make a donation every time a business opens or expands in Lansdale to a community-wide Walk this Way program focused on public art and streetscapes that improve the walkable experience in Lansdale. Donations might fund planting a new tree or paying for squares of concrete for additional sidewalks with each opening.
- Create branded window clings that businesses (and other members of the Market Lansdale Partnership or for LBA members) throughout the area can place in their windows that read Lansdale Partners in Motion. Develop criteria that should be met to gain the distinction. Create an online map with icons featuring each partner site. See an example from Iowa's Creative Corridor in the Cedar Rapids-Iowa City area here.
- Examine the offerings by your business community and look for brand extensions:
  - A coffee house could offer strong blends or drinks called Energy in Motion.
  - Restaurant to-go operations could incorporate the brand on their packaging or to go menus. Or Lansdale could recruit a catering operation downtown that offers to-go meals making it easy for active families. See an example of how Tehachapi, CA used their brand to label organic produce grown in the area.



- Encourage local hotels to brand their internet password pages with co-branded Access in Motion screens.
- Recognize Entrepreneurs and Members of the Year with branded awards like:
  - The Innovation in Motion is awarded to the Entrepreneur of the year.

- The Well Being in Motion goes to the entrepreneur or business person that best demonstrates a focus on employee wellness initiatives.
- The Generosity in Motion is awarded to the most philanthropic business.
- Partner in Motion of the Year should be awarded to the business with best extension of the Lansdale brand.

One of the best ways businesses and companies can participate in the brand is by advocating wellness and fitness by employees. Encourage the business community to make this an organizational priority for their culture and employees, and encourage businesses to reward employee commitments to healthy initiatives with annual days off for volunteering or recreational pursuits. This is a perfect opportunity to engage community partners like the YMCA and Abington Health in branded wellness initiatives.

A guide with more ideas for working with your businesses can be found in **Appendix H**.

### **II) Infiltrate your infrastructure and brand cost-effective, relevant signage**

The infrastructure throughout Lansdale represents a unique, three-dimensional medium for displaying your brand. Options include adding some element of the brand to infrastructure that already exist as well as developing new infrastructure in places where demand and opportunity are high. Consider buses, pole banners, water towers, vehicles, park benches, crosswalks, or community signage. We understand that a total re-haul of all signage in Lansdale (entryway, directional, etc.) is not politically or financially feasible. But signage is a critical branding component for communities. Effective signage can positively impact a visitor’s experience and also advance general awareness. Lansdale should inventory all of its signage needs to develop a prioritized list and long-term plan for implementation.

Ensure that the Brand Manager or some representative for the brand is involved in any future plans for Downtown and Main Street Redevelopment. The brand can be integrated into signage, architecture, retail offerings and public art (consider kinetic art).

A few ideas include:

- Beautify your entryways with the brand. Research revealed concerns about uninteresting, undefined, littered entryways to Lansdale. Signage should define the entry points and make a great first impression with the signage as well as the landscaping near and around it. Maintenance of these areas could be a community service project for the Movers and Shakers, schools or civic groups. Choose one entryway to focus on first and then improve the others as



resources allow. Pole banners leading into town can also demonstrate pride in a community.

- Apply the brand to effective wayfinding. Lansdale has a wayfinding partner selected, so please share branded elements with the wayfinding team for a seamless presentation of Lansdale’s new brand. A well managed, organized community focused on its guests and neighbors should provide a well designed wayfinding system. The priority for wayfinding is ease and function but the brand should be reflected in subtle ways. Take a look at how Glendale, CA is incorporating its brand into wayfinding.

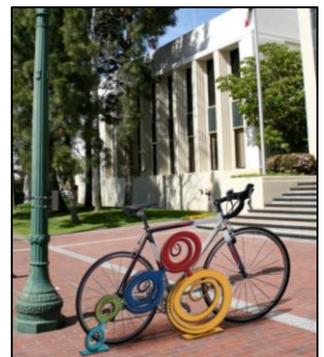


- Utilize pole banners to communicate your brand and beautify your Borough whether Downtown, at the Depot, in Borough parks, large employers, or at entry points. Co-branded dual pole banner installations at groceries, schools, parking areas for retail developments, schools, Abington Health, and Tyco are great ways to advance varied interests and further buy-in by those groups to the Lansdale brand (follow regulations in parking lots). Dual pole banners allow for joint marketing of a specific asset/event and the Borough. Consider re-inventing a use for those banners each year.

- Consider a kiosk sign at the Depot that shows you how to get to all points in Lansdale by foot since the Borough is so walkable and you want to encourage foot traffic from the train passengers. This would resemble a kiosk sign like a mall directory. Even include QR or short codes for smart phone users.



- Install branded digital signage at the depot that is easily updated with specials going on downtown by the hour even for the ease and convenience of train travelers.
- Have fun with your logo and create bike racks in the shape of the logo to be placed around town. Your logo was made to be a bike rack in



your active community. See how Glendale used its logo to create a fun bike rack.

- Reflect the brand in streetscapes including benches, pole banners, public art, and crosswalks where possible. See example from Goshen, Indiana here.



- Crosswalks or sidewalk pavers with the brand could be combined with fundraising efforts at Lansdale parks, Downtown, or other areas in Lansdale to beautify the areas but also raise funds. Branded pavers (not in crosswalks) can alternate with bricks or pavers bought in honor or memory of someone. Pavers in a particular area would benefit a particular charity like the Get in Step program providing athletic shoes to all Lansdale children (See page 134).
- Add brand flags to flagpoles at both private and public locations. Flagpoles provide a visible and relatively inexpensive location for brand display. Inventory local flagpole options and approach property owners/organizations about sponsoring a brand flag. See example from Great Falls, MT.



Use vacant storefronts as a canvas for branded signage for the Borough, branding partners, or special events. Engage local artists to interpret the logo, strapline, or brand tenets in large windows Downtown or throughout the Borough. Second floor windows downtown are also good placements for branded signs, banners, or posters.

- Consider honor gardens as a way to beautify Lansdale whether at neighborhood parks, downtown public spaces or at entryways (where property rights allow). People can donate to a particular cause and have trees or flowers planted in honor or memory of someone (with a branded nameplate of course). The Movers and Shakers could help maintain these areas along with Borough park staff. This effort could work in concert with the LBA program for planting trees each time a new business is opened.

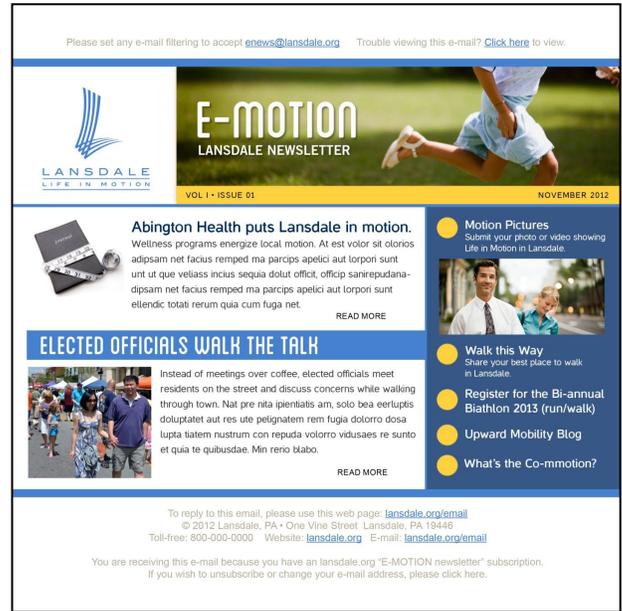
## **I2) Build community pride and enthusiasm with the brand**

Unfortunately, research revealed that some residents are suffering from a doubting self-image for the community. They don't seem to believe that there are lots of great things about living in Lansdale. And those that do feel Lansdale is a terrific place to live aren't being asked to communicate that message. The close-knit, active community here cannot be undervalued. Just as important as your external reputation is resident perception. Use your brand to build community pride and a groundswell of advocacy. This internal campaign should be engaging and generate excitement and momentum. Often the best way to build pride is to bring people together and inform them about their community.

- Organize concerned citizens to tackle challenges facing the Borough. Invite people to join the Movers and Shakers. Initiatives could include:
  - Beautifying the Borough. Research highlighted this as a major concern and problem particularly for first impressions as people arrive from the Turnpike. Work with Borough departments and the LBA to identify particular areas of need ranging from littered roadways to overgrown lots and vacant buildings. The more attractive an area becomes the more pride residents will have. Branded T-shirts are fun work clothes and rewards for volunteers. Temporary signage (like realtor signs) should recognize the work done at the location by the Movers and Shakers like: Improvements in Motion made by Lansdale Movers and Shakers (include a web address on how to get involved like [www.lansdaleinmotion.com](http://www.lansdaleinmotion.com))
  - Beautifying neighborhoods. Encourage residents and landlords to landscape and maintain their properties. Present monthly awards to homeowners who keep a beautiful yard and stoop. Like a realtor yard sign, offer a branded award sign and certificate that identifies the yard as a winning yard or stoop. Neighbors could nominate deserving yards. Another way to beautify neighborhoods is to have opportunities for the Movers and Shakers to randomly select an area in different seasons to rake leaves, shovel snow, or pull weeds and mow grass, a stealth beautification crew.

- Charitable giving. Volunteering for community causes has been proven to elevate people's mood and pride for their community. The Volunteers in Motion program should identify opportunities to connect with non-profit and business partners like working with the American Cancer Society and Abington Health for a charitable walk or run through the Borough. Use your website to create an updated volunteer calendar that identifies area opportunities.
- Organize a community garden(s) that serves a local soup kitchen or shelter. Provide branded reusable harvest bags for their use. These could also be sold at Farmers' Markets.
- Leverage pride often connected to local schools.
  - Partner with local schools to integrate the brand into school parking lots with dual pole banners with the Borough logo and line and mascot banners or display the Borough brand in hallways.
  - Encourage schools to organize chapter of the Movers and Shakers in their schools.
  - Create an area-wide science fair with scientific experiments focused on specifically physics or kinesiology experiments, where students study principles and test hypotheses in these areas. Here you have turned a conventional science fair into a branded event distinct to Lansdale.
  - Be sure Lansdale schools have the best Field Days around.
  - Organize school competitions and curriculum under headings like Minds in Motion where students are exposed to area experts in various fields of study. Even engage students in solving societal issues from their perspective. Host an area Minds in Motion fair where there is an annual challenge.
  - Pair high school classes with different parts of town and have them work with that area for four years. First on aesthetics and then on to redevelopment and planning as seniors. They will become invested and can see long term results of their efforts.
  - Award an annual scholarship in the spirit of the brand based on wellness initiatives and or community service. Consider an essay or video blog contest that chronicles a student's success or contributions in these areas. Or attach scholarship money to the youth that is the most active or logs the most miles walked K-12 in Lansdale.
- Guarantee that Lansdale scouts should have the best pinewood and soapbox derbies in the area. Scouts in Motion.
- Publish an E-MOTION online newsletter to keep people informed about all the things in motion in Lansdale.
  - Share content from the Motion Pictures photography and video uploads through Facebook and YouTube channels.

- Highlight viewer-generated walking paths in Lansdale via the Walk This Way uploads from social media
  - Offer a detailed event calendar for the next month.
  - Solicit guest bloggers on different aspects of mobility in Lansdale
  - Feature businesses in a column called What's the Co-mmotion?
- Institute an It's Your Move initiative where residents can share their E-motion about Lansdale. Provide tools for email and social media connections where people can easily share content, media, and notices about Lansdale with friends everywhere. This could fall under Volunteers in Motion.



- Initiate a Put Something in Motion campaign or Start Something campaign to get residents to start a positive movement of some kind in the community whether it is recycling or getting healthy or getting kids to read, etc. Consider Linda Fondren's in Vicksburg that got lots of people moving in America's most obese state. <http://www.shapeupvicksburg.com/>



- Create a know your neighbor network that brings people together socially.
- Engage Lansdale residents by giving them ways to share what moves them about Lansdale. Provide blank stickers (weatherproof with an adhesive back that can be removed as needed) for people to express their thoughts. These simple, but large-scale post-its allow passersby to apply their ideas directly to the place at hand. Start with downtown and stickers in the color palette that read:

“What Moves Me Is \_\_\_\_\_” or “What Moves Me About Lansdale Is \_\_\_\_\_” These can be placed on vacant buildings or storefronts, even sidewalks and parking lots (but be sure the effort is contained and organized to avoid clutter). The program can later extend to neighborhoods, greenways, and other parts of town. Or you could install large versions of this installation for multiple people to add their thoughts like the one



below. This is a form of crowdsourcing used to gather input from your community similar to ideas designed by community artist Candy Chang. Visit <http://candychang.com/neighborland/> or <https://neighborland.com/> to discover ways she is engaging residents in New Orleans. These ideas and hopes can also be shared through Borough or Discover Lansdale social media via Facebook or Twitter.

- Have fun with the brand and bring the community together...Grand Rapids challenged a bad rating and ranking as a place to live and did a LipDub version of American Pie as they moved through town with hundreds of residents singing. <http://www.youtube.com/watch?v=ZPjjZCO67WI>

Lansdale should choose lyrics that are fun and focused on movement like the song Locomotion. Even rewrite some of the lyrics promoting Lansdale.

- Encourage residents to wear Lansdale merchandise when they travel and take pictures in far flung locations or next to landmarks that people recognize. Post these on social media under headings like Putting the World in Motion or Motion Pictures around the World. Even make it a contest.
- Get Lansdale residents moving. Nothing makes you feel better or think more clearly than regular exercise. Launch Health in Motion, a physical activity and healthy living initiative similar to ideas on <http://www.activelivingbydesign.org> through “community development” by residents. Or develop a web-based initiative promoting healthy living like <http://todayiwill.com/> with additional ways to put great health in motion.

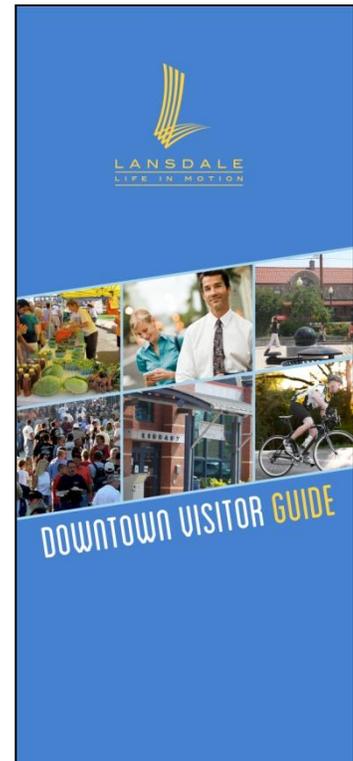
### **13) Feature Downtown Lansdale as a centerpiece for the brand**

Your beautiful Downtown is a focal point for life in Lansdale. Redevelopment efforts coupled with new development will only increase its placemaking ability. It is critical then to integrate the brand fully into the psyche and sightlines of Downtown including signage, infrastructure, beautification, business participation, and community pride. For impact, Lansdale should focus efforts Downtown for a strong introduction of the brand. The Borough, Discover Lansdale, 311 Main task force, LBA, the Chamber, and the Market Lansdale Partnership should convene to brainstorm the best use of resources as you implement the brand. A few ideas to get them started:

- Work with the Discover Lansdale and the LBA for a Downtown-specific brand PowerPoint presentation to share with all commercial tenants and owners Downtown. Have ideas ready for how particular Downtown businesses can get involved and then brainstorm additional thoughts with attendees. Even introduce a quarterly contest for the Downtown merchant with the best brand extension. Have the partner window clings available to downtown merchants who meet criteria and participate in the brand.
- Focus on aesthetics (as mentioned in the infrastructure section of these implementation ideas), particularly with entry corridors into Downtown. Identify with Borough planners

a preferred, direct avenue from the Turnpike. Focus development and improvement efforts along that corridor, making it more inviting to access the Downtown area. Streetscapes including benches, pole banners, public art, and crosswalks should reflect the brand where possible.

- Continue to engage the 311 West Main Task Force as plans and improvements are made to include branded elements into renovations and programming.
- Develop a Downtown Guide Visitor Guide for visitors and residents. This can serve dual purposes as a visitor guide and a community guide with particular attention paid to moving around Lansdale on foot. The guide should be sized for visitor guide brochure racks and perhaps an easy insert in local newspapers. And be sure that information in the guide includes specifics for walkers coming from the train depot. Include all kinds of walking tours for strolling along main Street to active pursuits and exercise. Use the Walk this Way entries through social media to help identify these routes and interest points. And offer a mobile phone version of your visitor guide. Focus one of your routes on kinetic art, if you are able to offer a public kinetic art trail.
- Partner with businesses and developers for co-branded pole banners. Feature Lansdale on one side and a business, development, or event on the other. Alternate cobranded elements on successive lampposts Downtown.



- Provide free WiFi at different points across town including downtown. These Access in Motion zones could be at coffee houses, restaurants, public parks, or along Main Street. Mark each spot with branded signage. Work with the Market Lansdale Partnership to encourage brand drivers, businesses, non-profits, and the Borough to share the costs. See examples from North Star client, Denison, TX.



- Pursue an Artist-in-Residence or Mobility Coach-in-Residence housed downtown to visibly create art in downtown studio space in exchange for public art or arts programming for kids or to work with the community at large to get fit and healthy or help with career development.
- Utilize vacancies downtown for temporary art space for artists. For reduced rent require artists to display work in the spirit of the brand celebrating mobility and movement.
- Recognize a Downtown Lansdale merchant of the month who maintains his or her shop with the best branded appearance. Recognize the winner with a sign outside their shop that will transfer to the new winner at the end of the month.
- Integrate aesthetically pleasing branded Savings in Motion signage throughout Downtown corridors and streets.
- Install fun experiences along Main Street like the dance steps in the sidewalks of the Capital Hill area of Seattle demonstrating a variety of dances. Put your pedestrians in motion.
- Project image ads on the sides of buildings at night or special events celebrating Life in Motion in Lansdale...a la Motion Pictures.
- Host (Discover Lansdale and LBA) Music in Motion or Art in Motion events to bring young professionals, artists, and others together on a regular basis Downtown.

- Identify ways to get landlords, particularly those with vacant spaces involved. Vacant spaces could be used as creative incubators until rented. It creates density downtown and makes the space more attractive to potential tenants.
- Inject the brand prominently into First Fridays events with signage, pole banners, and promotional materials. Consider a themed First Friday to promote activity and movement, perhaps with dance demonstrations, contests, or marathons.
- Expand or at least brand a downtown façade program as Improvements in Motion.

#### **I4) Encourage visitors to put themselves in motion with arts, activity, and events**

With Downtown now as a centerpiece for the brand, Lansdale should examine further opportunities to attract interest among visitors from across the Philadelphia area and multi-state region. The Brand Manager and brand leaders should meet to determine additional ways that residents and visitors can begin to associate Lansdale with motion and mobility. Review the following to get the ideas moving. Engage all event organizers and the arts community in your planning, including a range of ages. Organize your thinking for ease into arts, activity, and events.

- Host an annual competition with professional artists and school kids for moving sculptures that is set in motion by passing trains.
- Organize the Kinetic Art trail mentioned earlier.
- Get creative in ways to engage visitors by train with a series of art pieces that when viewed from moving train the image looks like it is changing before you like a flip book or even the lenticular printing discussed with your business cards.
- Host monthly or quarterly art and pub crawls.
- Recruit an art gallery downtown and partner with them on Moving Exhibitions. Coordinate tie-ins with the Motion Pictures effort (photographs and videos solicited through social media). For the Moving Exhibitions, the art itself could be moving or the subject matter could hopefully “move” the viewers’ minds and perspectives. Even connect with exhibits focused on Emotion in Lansdale. Pursue Murals in Motion on large exteriors downtown. A Not so Still Life competition would be fun to feature interpretations of Life in Motion. Have a call for entries but have a category for Lansdale school aged artists.
- Host active pursuits like 5Ks that explore the walkable neighborhoods in Lansdale. Add tai chi each morning in a park or downtown, with a larger gathering on the weekends that could serve as a destination event for Philly area visitors.

- Look for brand extensions with existing events like your Farmers Market. Connect with Savings in Motion events and offer branded totes at participating merchants.
- Organize a Front Porch / Stoop parade on Founders Day where spectators are walking the route and the performers are in each block or on each stoop in the neighborhood with signage for local dignitaries or pageant queens. Basically the reverse of a standard parade. It introduces the walkable nature of town while showcasing the close knit neighborhoods. Offer activities downtown as well. Each stoop could feature an artist or musician or children’s performing group or even Philadelphia entertainment and sports figures for autograph signings.
- Host holiday stoop decorating contests and identify a walking tour of winners that then ends with the Borough tree lighting: Holidays in Motion. Have street vendors with holiday treats and hot cocoa. Or recruit particular food trucks in the area to serve as your concessions.
- Develop a Depot event where you invite people to arrive by train and then host them at the Depot and move them toward Main Street for music and food.
- Tie in with existing events. Meet with event organizers for brand extensions. The annual car show could have awards in the spirit of the brand Classics in Motion. Partner with Round Guys Brewing for a Run for the Beer where you celebrate at the end with great brews. Or create new events like Tastebuds in Motion for a food truck competition with entertainment downtown.



### **15) Introduce Lansdale to the Creative Class with the brand**

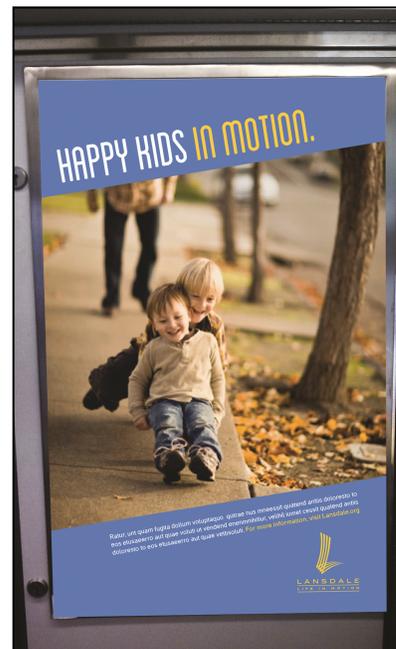
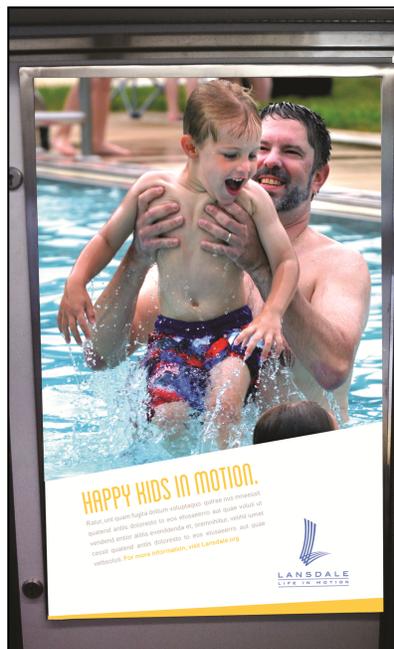
While research revealed that Lansdale has much to offer a variety of audiences, the Creative Class is one group that often can affect change and growth in a place when they become interested and invested. As detailed in the research sections in this report, this group is attracted to authenticity, diversity, walkable communities, ease of public transport, WiFi that flows like water, and others attributes that Lansdale offers or could easily contribute with effective planning. The Creative Class is already present in Lansdale, and we should engage them with the brand to attract more to the area, particularly those who value the access to Philly’s urban offering but are starting to raise families and what the security of the suburbs without the disconnect from urban sensibilities. We need to get our message in front of them in interesting ways, sometimes unconventional since many tend to distrust mainstream, sponsored messaging while preferring recommendations from friends and even strangers (user generated content like recommendations and ratings on site like Yelp or TripAdvisor. Work with Discover Lansdale and

the LBA as you pursue efforts to engage the Creative Class. This report has covered a number of ideas that will serve this audience well including:

- Offer Free WiFi zones.
- Present interesting third spaces away from home and work to engage a variety of people.
- Create brainstorming spaces (possibilities mention earlier with vacant spaces).
- Develop channels for this group to share their expertise with high school students.
- Extend a public challenge to entrepreneurs and the Creative Class to address social responsibility concerns in government or the private sector. Winners of the challenge should be provided rent for a year in a Downtown creative forum space to develop these ideas or other entrepreneurial or artistic interests.

A few more ideas to get the creativity moving for this group:

- Engage this audience where they are captive. Stations and trains. Posters in trains stations and on the trains can celebrate Life in Motion in Lansdale.



- Make your Downtown guide available at all transit stations with early pages devoted to walkers and train travelers. Highlight all of the activity within walking distance of the Depot.

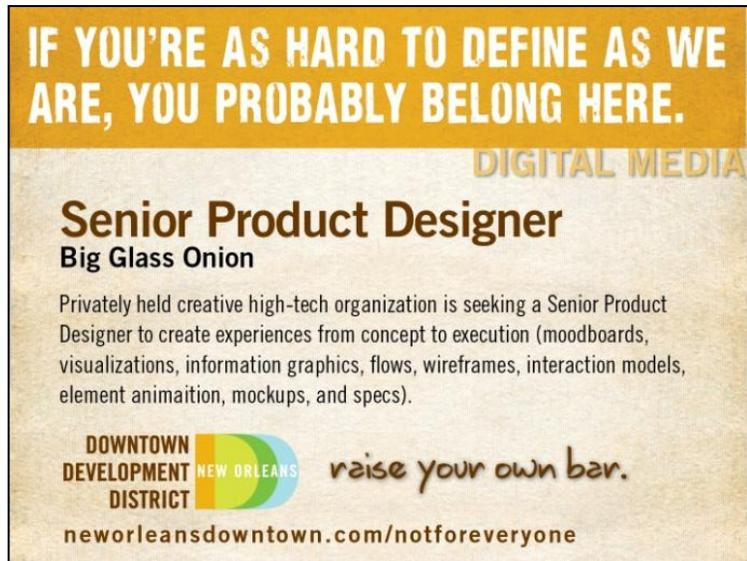
- Investigate signage/billboard opportunities along train routes into Lansdale and produce outdoor boards focused on and incorporating movement. Elements could spin in the wind atop the board or a short series of successive boards could appear to be moving like a flip book.
- Gear branded merchandise to commuters with items they will use daily to make their commute more comfortable or productive like travel mugs, messenger bags, tablet skins, etc.



- Promote the Motion Lab (See page 149) third space downtown to this audience. Even host brainstorm meetings for Center City firms and attach a moving activity as part of the day, whether the walking tour of kinetic art or a field day in one of the parks. Organize programming at the Motion Lab under the title Ideas in Motion. The Motion Lab should be awash in the brand and have innovation/brainstorming spaces with white boards, fitness equipment, and mind teasing board games.
- Use improvisation as a teambuilding or brainstorming exercise. A black box theater space is a fun place to do this and offers a great escape out of the city and a wonderful way to introduce this audience to Lansdale.
- Hold sessions on small business support services including crowdsourcing. Connect with the Start Something campaign or Put your Big Idea in Motion initiatives mentioned earlier. Recall the 48 Hour Launch in Memphis (See Page 146).

Keep in mind the message for this group needs to consider the priority of upward mobility in Lansdale. Once your brand has taken root consider doughnut ads to highlight any density of opportunity offered in Lansdale's professional community. This is of particular interest to the Creative Class. Present available professional opportunities on your website not as a recruiting service but to highlight the range of opportunity that is available in Lansdale. North Star client Downtown New Orleans features various opportunities available in ads and online to attract

Creative Class professionals to the City. This series of doughnut ads feature a job listing skinned by clever copy highlighting living and working in Downtown NOLA. A doughnut ad features a changing message in the middle (in this case, specific job openings), surrounded by a consistent format around the changing message. These placements are not for highly specialized or scientific media sources, but in general interest lifestyle publications dealing with topics of interest to Creative Class folks.



**IF YOU'RE AS HARD TO DEFINE AS WE ARE, YOU PROBABLY BELONG HERE.**

DIGITAL MEDIA

## Senior Product Designer

**Big Glass Onion**

Privately held creative high-tech organization is seeking a Senior Product Designer to create experiences from concept to execution (moodboards, visualizations, information graphics, flows, wireframes, interaction models, element animation, mockups, and specs).

**DOWNTOWN DEVELOPMENT DISTRICT NEW ORLEANS** raise your own bar.

[neworleansdowntown.com/notforeveryone](http://neworleansdowntown.com/notforeveryone)

Take your message to this audience in interesting ways. For Lansdale events, invite them in a memorable way...go to a shopping area or downtown creative district and engage them in ways like Cirque du Soleil did here for their performance.

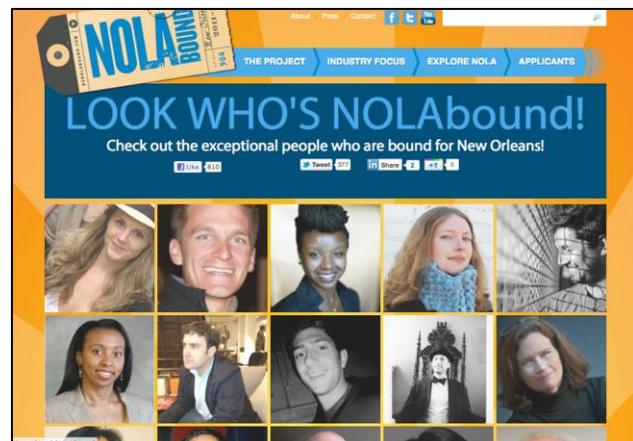
<http://www.youtube.com/watch?v=KBb24aZiekc>

Local community theater or school groups could work with Philadelphia area choreographers wanting to engage in the broader metro community. If it is not a ticketed event you could provide the train fare to and from for the particular event. Flash mobs in large train stations in Philly would also be fun. Be sure the music is recognizable and where possible focused on motion and mobility. As identified earlier, Locomotion would be a fun song to draw attention to Lansdale. Take a look at a flash mob in a London train station here:

<http://www.youtube.com/watch?v=VQ3d3KigPQM>

Take your message to this audience in a mobile recruiting center along with a partner food truck. This mobile recruiting center would share the opportunities available for young professionals and entrepreneurs in Lansdale. Or simply promote the community as a better place to live.

Examine New Orleans' success. Based on an idea recommended in the creative process during their branding project with North Star, they pursued and received \$300,000 as part of a \$1 million grant from the Economic Development Administration for a One Way ticket campaign to invite 25 entrepreneurs to their city for Entrepreneurs Week. Inc. Magazine recently named New Orleans the #1 city for entrepreneurs in the country. Lansdale could consider a smaller version and draw



from the Greater Philly area for a week or weekend of events focused on Ideas in Motion. For more on New Orleans event visit:

[www.benolabound.com](http://www.benolabound.com)

[http://ideavillage.org/how\\_it\\_works/noew/?/programs/noew/](http://ideavillage.org/how_it_works/noew/?/programs/noew/)



### HOW IS THE BRAND PERFORMING?

Evaluation yields new information which may lead to the beginning of a new planning cycle. Information may be gathered from concept pre-testing, campaign impact in the marketplace and tracking studies to measure a brand's performance over time.

Ideally, two basic questions will be answered: Have responses to the brand among target audiences changed in the way the BrandPrint intended? And have these changes resulted in consumer action that will achieve the desired objectives of the brand? Turnkey or do-it-yourself programs are recommended depending on the needs of the community.

To begin the process of brand evaluation, North Star has set up a schedule to discuss Lansdale's brand progress. This schedule begins immediately after the delivery of your BrandPrint.

- Immediately – North Star recommends that Lansdale focus efforts on growing its inquiry database for both visitors and business prospects. In addition, the Borough should continue to add to its resident database of email addresses. Lansdale should also establish an email database of the business community in the Borough.
- Six months – North Star's Research Director will conduct an assessment call to outline a plan for measuring brand performance moving forward
- One year – Lansdale will be contacted to determine specific measurement goals including re-measuring awareness and perception of the community amongst intended audiences.

Building your databases and keeping them current ensures future success measurements can be calculated. These leads will be the best data start point for future brand evaluation.

As stated above, North Star will consult with the community at the above times to evaluate your specific needs. Keep in mind that many of the research pieces in your BrandPrint were created to act as benchmarks by which future improvements can be measured. Based on what we now know of the community, likely recommendations for success measurements at Lansdale's one-year mark may include:

- Resident and Inquiry Tapestry Profile Who and What Reports update (Community Tapestry Study)
- Community Brand Barometer
- Online Community-wide Survey
- Consumer Awareness and Perception Study

## **LANSDALE TAPESTRY PROFILE STUDY**

### ***Purpose***

A Community Tapestry Study is conducted to understand the target audience's lifestyle in detail. This included profiling reports for Lansdale residents and the Regional Profile - Chester County, Bucks County, Delaware County, Montgomery County, and Philadelphia County, PA.

### ***Methodology & Results***

Tapestry represents the fourth generation of market segmentation systems that began 30 years ago. This powerful tool classifies U.S. neighborhoods by lifestage and lifestyle in addition to traditional demographics.

The results from the Tapestry studies can be classified into two main reports:

- **Who Report:**
  - Profiles the demographic and lifestyle segmentation of the population
  - Classifies the population in each of the ways outlined above and indexes the population under study against national averages
  
- **What Report:**
  - Provides a detailed profile of the core population for 37 separate lifestyle and media groups in over 2,200 sub-categories
  - Each category is indexed against the average U.S. resident to determine whether a member of the population under study is more or less likely to exhibit the specific behavior (100 represents the national average)

Key findings from the Community Tapestry reports allow for greater understanding of your residents and consumer groups. The more you understand about your target audiences, the better you can target your message to them.

### ***Timing***

The Community Tapestry Study should be conducted every one-three years.

## **LANSDALE COMMUNITY BRAND BAROMETER**

### ***Purpose***

The Community Brand Barometer measures strength of the Lansdale brand according to:

- Resident satisfaction/advocacy with the brand as a place to live, work and visit
- Brand satisfaction/advocacy relative to the nation.

### ***Methodology & Results***

The methodology for the Brand Barometer has been carefully developed and determined to be statistically significant. Participants answer three questions:

- Would you recommend living in Lansdale to a friend or colleague?
- Would you recommend visiting Lansdale to a friend or colleague?
- Would you recommend conducting business in Lansdale to a friend or colleague?

Resident advocacy is one of the strongest measures of brand success. Successful brand implementation will energize the resident base, making them more likely to recommend their community to others.

### ***Timing***

The Community Brand Barometer should be conducted annually. The first Brand Barometer should be conducted no sooner than one year from brand introduction (when there is visible implementation of your brand in the community).

See **Appendix I** for additional information.

## **LANSDALE ONLINE COMMUNITY-WIDE SURVEY**

### ***Purpose***

The purpose of the Online Community-wide Survey is to gain a quantitative measure of the community's perceptions of Lansdale.

### ***Methodology & Results***

This qualitative survey is fielded online and is open to all residents of the community. The study measures the following:

- Overall top-of-mind perceptions of Lansdale
- Strengths and weaknesses of Lansdale
- Resident suggestions on what is missing from Lansdale
- Measurements of Lansdale quality of life indicators.

Positive resident perceptions are a strong indicator of brand success. Successful brand implementation will energize the resident base, making them more likely think of the community in a positive light.

### ***Timing***

The Online Community-wide Survey should be conducted annually. The first survey should be conducted no sooner than one year from brand introduction (when there is visible implementation of your brand in the community).

## **CONSUMER AWARENESS AND PERCEPTION STUDY (CAP STUDY)**

### ***Purpose***

The purpose of this study is to gain insight into consumer awareness, visitation and perceptions of Lansdale.

### ***Methodology & Results***

This quantitative survey is fielded online outside of Lansdale's borders in order to obtain an outsider's perspective. The survey measures:

- Overall top-of-mind perceptions of Lansdale and immediate competitors
- Consumer visitation trends (frequency and nature of visitation)
- Consumer visitation drivers (business, leisure, friends and family)
- Strengths and weaknesses of Lansdale identified within community attributes
- Consumer suggestions on what is missing from Lansdale
- Measurements of Lansdale delivery of hospitality
- Measurements of Lansdale quality of life indicators

### ***Timing***

The CAP Study should be conducted annually. The first survey should be conducted no sooner than one year from brand introduction (when there is visible implementation of your brand in the community).