

From: "Johnston, Sadhu" <Sadhu.Johnston@vancouver.ca>
To: "De Genova, Melissa" <Melissa.DeGenova@vancouver.ca>
"Direct to Mayor and Council - DL"
CC: "City Manager's Correspondence Group - DL"
"Smith, Doug (Sustainability)" <doug.smith@vancouver.ca>
"Kendall-Craden, Rena" <Rena.Kendall-Craden@vancouver.ca>
Date: 7/13/2018 1:51:45 PM
Subject: RE: Greenest City logo change -

Greetings Melissa,

The City typically replaces logos through attrition when infrastructure (like a garbage can) is being replaced, so there are no additional costs associated with this logo update.

To clarify there is no Greenest City target for greenest city in the world and there is no international award called Greenest City in the World. The City of Vancouver has a comprehensive environmental plan called the Greenest City Action Plan. This plan is made up of 10 goals and has 17 targets in support of those goals – the detailed plan can be found [here](#). The City has already surpassed many of the 2020 targets and are on track to achieve more by 2020. However a few targets such as our GHG reduction target of 33% by 2020 will not be reached by 2020. Even with significant population growth we are trending in the right direction and will eventually meet this target.

Despite not meeting our 2020 GHG climate target, Vancouver is regularly held up by international organizations such as the United Nations and C40 Climate Cities as a world leader in this field and we have the lowest GHG s per capita in North America and are in the top 5 of major cities internationally. We are very proud of our community's progress in this regard.

We have set appropriate yet challenging environmental goals for Vancouver for the benefit of our businesses and residents and so Vancouver can be a beacon for other cities to follow. A good example of the benefit of this plan is the brand value research that indicated that Vancouver has one of the strongest brands among cities, our brand was valued at \$31US billion as of January 31, 2015 and we are uniquely associated with being clean, green and environmentally sustainable. That study can be found here - <https://vancouver.ca/news-calendar/brand.aspx>

Best

Sadhu

Sadhu Aufochs Johnston | City Manager
City of Vancouver | 453 W 12th Avenue
Vancouver | BC V5Y 1V4
604.873.7627 | Sadhu.johnston@vancouver.ca
Twitter: sadhuajohnston

From: De Genova, Melissa
Sent: Thursday, July 12, 2018 9:30 PM
To: Johnston, Sadhu; Direct to Mayor and Council - DL
Cc: City Manager's Correspondence Group - DL; Smith, Doug (Sustainability); Kendall-Craden, Rena
Subject: RE: Greenest City logo change -

Hi Sadhu,

Thank you for this information. I am hoping you can also estimate the cost to replace this logo on the green bins? At committee I also asked if this could be seen as false advertising as we have not yet hit our Greenest City target as the Greenest City in the World, could this be challenged as we have taken the "goal of 2020 off of the logo?"

Many thanks,

Melissa

Melissa De Genova | Councillor
CITY OF VANCOUVER | 453 W 12th Avenue
Vancouver | BC V5Y 1V4
604.873.7244 | Melissa.degenova@vancouver.ca



From: Johnston, Sadhu
Sent: Thursday, July 12, 2018 8:46 PM
To: Direct to Mayor and Council - DL
Cc: City Manager's Correspondence Group - DL; Smith, Doug (Sustainability); Kendall-Craden, Rena
Subject: Greenest City logo change -

Greetings Mayor and Council

On Wednesday July 11 2018 during the Standing Committee on City Finance and Services a Councillor inquired as to the reason behind the change for the Greenest City Logo; specifically why the 2020 was no longer included. In 2015 during the Greenest City Refresh, Corporate Communications did an update to this logo to freshen it up. As part of this update "2020" was taken out, "Greenest City" was now on two lines, and the "trees and trunks" were tweaked. Also all the blue subheadings that were an option on the original logo, were no longer to be used on the revised version. You can see both the new and old versions on the attached pdf.

If you have any questions feel free to contact doug.smith@vancouver.ca

Best

Sadhu

Sadhu Aufochs Johnston | City Manager
City of Vancouver | 453 W 12th Avenue
Vancouver | BC V5Y 1V4
604.873.7627 | Sadhu.johnston@vancouver.ca
Twitter: sadhuajohnston

