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## City eNewsletter

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### Mayor's Message



Langley City Council and staff have been busy over the last couple of months developing the new 2017 - 2021 Strategic Plan.

The [2017-2021 Strategic Plan At A Glance](#), in draft form, was released on April 25, 2017, to solicit feedback

from residents and local stakeholders on the directions being proposed under the new strategic plan. Please submit your comments by email to [info@langleycity.ca](mailto:info@langleycity.ca) with the subject heading "Draft 2017-2021 Strategic Plan" by Monday, May 15, 2017. The final strategic plan will be released May 2017.

The opening of [Al Anderson Memorial Pool](#) is the signal that summer is upon us! Bring your family down to the pool to enjoy swimming lessons, public swimming, swim meets and special events. The 8-lane, 25 meter outdoor pool is surrounded by walking trails, sports fields, a water park and picnic shelters which are a perfect local destination on a hot spring or summer day! I know I will bring my grandkids down to the pool, I hope to see you there.

Langley Community Farmers Market Opening Day was held on Wednesday, May 10. I had the pleasure

#### Upcoming Programs & Events:

May 12th

[Al Anderson Pool Opens](#)

May 23th

[Canada 150 Mosaic Unveiling](#)

May 24th

[Open House for Traffic Calming on 50 Ave 19800 block](#)

May 25th

[Langley RCMP Town Hall Langley City](#)

June 11th

[Tri-IT Triathlon](#)

June 17th

[Community Day Festival](#)

[View all of the upcoming Langley City events](#)

of attending the Opening Day celebrations to express my gratitude to all the all the volunteers who have worked diligently to make this fantastic event and venue to what it is today. The community is very fortunate to have an organization that improves access to local, healthy and affordable food while still maintaining its sustainable and community-oriented values – this is truly worth celebrating!!

The Langley Community Farmers Market is located at Kwantlen Polytechnic University, 20901 Langley Bypass, and will be opened every Wednesday from 12:00pm - 4:00pm until September. I encourage all shoppers to take advantage of the incredible array of local products from 65+ vendors from across the region.



(Mayor Schaffer cutting the ribbon at Langley Community Farmers Market)

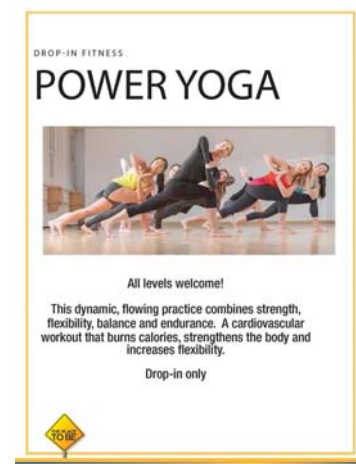
Langley City was one of 150 communities chosen to be a part of the 150 Murals across Canada. Our mural will be one of the 150 different murals from 150 different communities that will form a gigantic virtual mosaic that stretches across the country to commemorate Canada's 150th birthday. We had close to 500 participants taking part in this inclusive, diverse and inter-generational project. Every tile



#9252 Thursdays, May 4 - June 29  
#9254 Saturdays, May 6 - June 24  
Timms Community Centre



May 11 - June 29  
Thursdays, 1:30 - 3:30pm  
Timms Community Centre



Wednesdays 9:45 - 10:45am  
Starting May 10  
Timms Community Centre



contributed to the overall design and the 500 piece mosaic will be unveiled at City Hall as a historical legacy on Tuesday, May 23 from 1:00pm - 2:00pm.



Langley City Council has achieved significant milestones for the community and we look forward to announcing more upcoming events and projects for 2017.

Sincerely,

Mayor Ted Schaffer

## Langley City Thanks the Langley Emergency Program Volunteers

*Volunteers Strengthen the Community*

**Press Release**  
**May 12, 2017**

**Langley City, BC** - Volunteers strengthen our community. All around the City of Langley, citizens are giving of their time to help enhance our community living. One such group that has been



May 6  
Saturday 11:00am - 12:00pm  
Terra Community Centre - Spin Room

2018 Budget Overview  
May 15 - June 15, 2018  
888-982-2262 | 604-885-2262

New Class!

## CHAIR YOGA



The most gentle form of Yoga practiced either sitting in a chair or standing and using the chair for support. This all level class is ideal for beginners as well as experienced practitioners. Drop-ins welcome if space permits. \$10/visit.

8 classes/\$50-90



May 10 - June 23  
Wednesdays 3:15-4:15pm  
Terra Community Centre - MPR 2

2018 Budget Overview  
May 15 - June 15, 2018  
888-982-2262 | 604-885-2262

**Mark your calendars!**

**2017 Langley RCMP Town Hall Meetings**

Please join us for our 3rd Annual Community Connections

**Building our community**

<p>Walnut Grove/Fort Langley/Wiloughby</p> <p><b>Thursday May 4, 2017</b></p> <p>6:30 pm</p> <p>Township of Langley Civic Centre (Fraser River Room 4th Floor)</p> <p>20338 - 65 Avenue Langley, BC</p>	<p>Aldergrove</p> <p><b>Thursday May 11, 2017</b></p> <p>6:30 pm</p> <p>Betty Gilbert Middle School (Gym)</p> <p>26845 - 27th Avenue Aldergrove, BC</p>
<p>Brookwood/Murrayville</p> <p><b>Thursday May 18, 2017</b></p> <p>6:30 pm</p> <p>Brookwood Secondary School (Small Gym)</p> <p>20902 - 37A Avenue Langley, BC</p>	<p>City of Langley</p> <p><b>Thursday May 25, 2017</b></p> <p>6:30 pm</p> <p>H.D. Stafford Middle School (Large Gym)</p> <p>20441 Grade Crescent Langley, BC</p>

distracted driving in B.C.



**78** On average 78 people die every year in crashes where distracted driving is a contributing factor.

Distracted driving is responsible for more than **one quarter** (27%) of all car crash fatalities in B.C.



When you're distracted, you react slower. Most rear-end crashes resulting in injury are **caused by distracted drivers.**



(unfortunately) busier than normal are our Langley Emergency Program volunteers. Without their dedicated service, we would not be able to respond to community emergencies as well as we do.

In the past 5 months, the Emergency Social Services (ESS) team responded to 3 apartment fires – assisting residents who had been displaced from their homes. In last month's Birch apartment building fire at Rainbow Lodge, 66 people were impacted. The ESS team of volunteers mobilized for 6 days - coordinating food, shelter and clothing for those who needed help.

“We can't thank our Emergency Program volunteers enough”, says Langley City mayor Ted Schaffer. “They do a fantastic job helping those in need. “

The ESS team members are committed community volunteers who train, practice and prepare to respond to emergencies. They are a vital branch of the Langley Emergency Program - a joint program within the Protective Services of the City of Langley and the Township of Langley.

If you or someone you know would like to get engaged, learn what to do in an emergency, and be part of an amazing team of volunteers that responds to community emergencies, please connect with the Langley Emergency Program at [ep@langleycity.ca](mailto:ep@langleycity.ca) and 604-514-2820.

## Open House for Traffic Calming on 50 Ave 19800 block

The City has had many requests for traffic calming and safety improvements on 50 Avenue fronting Conder Park (19800 block) over the past several years. In 2017, City Council approved a budget for \$400,000.00 to complete various traffic calming projects throughout the City.

**did you know?**

There are many types of distractions, but one of the **most common** is the use of personal electronic devices.

Studies show that drivers who are talking on a cellphone lose about **50%** of what is going on around them, visually.

**5X** You're **five times** more likely to crash if you're on your phone.

**94%** of B.C. drivers surveyed consider texting while driving to be risky, including 82% indicating extremely risky.

Approximately **2 out of 5** B.C. drivers admit to using their phone at least some of the time while driving.

**the rules**

The use of hand-held personal electronic devices while driving has been banned in B.C. since 2010.

The law also applies while you're stopped at a red light or slowed in traffic.

**\$368** The penalty for using a hand-held electronic device while driving is a \$368 fine and four penalty points (\$175) for a total of **\$543**.

Multiple offences within a year could cost you more than you think.

fifth offence	tenth offence
\$1,840 (368 x 5 tickets) + \$3,760 penalty point premiums	\$3,680 (368 x 10 tickets) + \$14,520 penalty point premiums
<b>Total \$5,600</b>	<b>Total \$18,200</b>

If you have your L or N, you're not allowed to use any personal electronic devices, even with a hands-free system.

**#eyefwdBC**

- Focus on the road and your driving. Avoid distractions. The best way to stay safe is to not use your phone at all, but if you must take a call, use a hands-free device and keep the conversation short.
- Make sure your hands-free device can be activated or deactivated with a single touch and is in a fixed location.

Source: 2016 B.C. Driver Information System Survey, Traffic Safety Association of BC. ©2017 Province of British Columbia and the British Columbia Insurance Association. All rights reserved. This infographic was prepared for your reference. It is not intended to be used as a legal document. The Province of British Columbia is not responsible for any errors or omissions. © 2017/18.

The City sent a letter ballot to affected residents in the neighbourhood of Conder Park, and the ballot passed in favour of traffic calming (81% For, 19% Against). The City's policy on traffic calming is to involve the community in the design process, and so we have planned an open house for residents to attend an open house where City staff will present concept plans showing potential traffic calming measures on 50 Avenue from the 19800 Block to 199A Street fronting Conder Park. City staff will be in attendance to gather feedback and to answer any questions. A letter of invitation will be mailed to affected neighbourhood residents,

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The details of the open house are as follows:

**Location: Nicomekl Elementary School (20050 53 Avenue) - Multi-purpose Room**

**Date: Wednesday, May 24, 2017**

**Time: 5:30 p.m. to 7:30 p.m.**

For further information please call the City of Langley Engineering Department at 604-514-2997 or email: [engineering@langleycity.ca](mailto:engineering@langleycity.ca)



## **Lawn Sprinkling Restrictions Starts May 15**

On May 15, 2017, Stage 1 lawn sprinkling regulations contained in the Water Shortage Response Plan go into effect. The regulations apply to all residents and businesses in the region.

Lawn sprinkling will be restricted to three periods a week, mornings only. Lawns only require 2.5 cm (one inch) of water once a week to stay healthy. Outdoor sprinkling of lawns using hose connected or automatic in-ground sprinklers will be permitted as follows:

### **Residential Addresses:**

- Even-numbered addresses may sprinkle lawns Monday, Wednesday or Saturday mornings between 4 am and 9 am;
- Odd-numbered addresses may sprinkle lawns Tuesday, Thursday or Sunday mornings between 4am and 9 am.

### **Non-Residential Addresses:**

- Even-numbered addresses may sprinkle lawns on Monday or Wednesday mornings between 1 am and 6 am, or Friday mornings between 4 am and 9 am;
- Odd-numbered addresses may sprinkle lawns on Tuesday or Thursday mornings between 1 am and 6 am, or Friday mornings between 4 am and 9 am.

Please remember to set any irrigation controllers or timers, appropriately.

The Water Shortage Response Plan has been an important and effective tool for managing lawn sprinkling and other outdoor water use.

Note that in cases of mixed zoning or mixed use, where commercial or industrial components are included on the same property along with residential, the designation shall then be classified as “Non-Residential.”

Water Shortage Response Plan [At-A-Glance Guide](#)

A copy of the updated plan is available in full here:  
[City of Langley Water Shortage Response Plan Bylaw](#)  
[GVWD Water Shortage Response Plan](#)



## **Langley City Launches New Corporate Brand**

*Refreshing the City's Image as "The Place to Be"*

### **Public Service Announcement**

**May 12, 2017**

**Langley City, BC** – The City of Langley recognized the need to develop a new and modern corporate branding strategy that reflects the City as it stands today and embraces its aspirations for the future: an active and vibrant urban hub with progressive residential development, growing demand as a tourist destination and place to foster small business enterprise; all while still maintaining its unique charm and character.

To set the City of Langley apart from surrounding municipalities in the region, consultants were tasked with finding the City's uniqueness, then use that distinction to set up a strong brand position and identity that supports a platform for innovative growth that resonates across various audiences; from business to residential, and government to community.

The comprehensive corporate branding package included a communication audit, research and development, brand blueprint, visual identity development, a short list of potential taglines, logo, a corporate brand book, complimentary department sub-brands, corporate stationary and templates.

Consultants conducted discovery sessions with three stakeholder groups: key external stakeholders, key internal stakeholders and members of the public who attended the 2016 Neighbourhood meetings where City staff asked residents the question "What in the City of Langley creates a sense of pride and why?". Based on the responses received from all three stakeholder groups, the City of Langley's brand characteristics, values and story ingredients were developed.

The brand story elements identified were: genuine community, enriched by nature, creative vision and the most important point, the centre of Langley. One of the main goals of the corporate branding project was to differentiate the City from its neighbouring municipalities by creating a new brand that will take ownership of the City's unique offerings.

After an exhaustive nine month consultation process with City Council, staff and stakeholders, the new corporate logo amplifies the existing Coat of Arms colour palette, refreshes the City's image and builds off existing brand capital by taking ownership of what many residents and visitors are already calling the City of Langley...Langley City.



The new corporate logo was designed to complement the existing Coat of Arms that was designated by the Chief Herald of Canada as the City's emblem. The Coat of Arms will still be used for official Council correspondence and civic facilities. The new "LC" corporate logo was inspired by the idea to creatively rebrand the City in a simplified way without changing the name while setting the City apart. The flowing graphical water elements that horizontally go across the "LC" represent Nicomekl River and Floodplain, one of the distinguishing geographical features unique to the City.

After proposing a number of potential taglines as part of the comprehensive branding package, Council, staff and stakeholders agreed that the existing tagline still resonated with the community. "The Place to Be" represents the City's ongoing vision and is now emerged in the new brand as a typographic element rather than an icon - "The Place to Be" yield sign.

On May 12, 2017, City staff will begin to implement the new corporate brand on external and internal brand assets, and will continue to apply the new branding over time and as replacements are required.

The new corporate brand will complement the existing Coat of Arms, define the City's brand essence, personality and positioning while distinguishing the City from other economic regions. This significant project has effectively captured the municipal difference while being meaningful and memorable, truly making Langley City "The Place to Be"!

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