

Teamwork San Pablo 2025 Slogan Selection



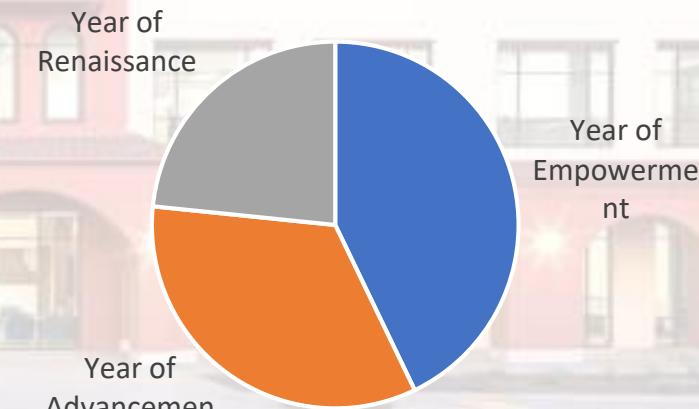
CITY OF SAN PABLO

Why do we do this?

The City Branding & Image Promotion is an adopted policy. The annual slogan was instituted in 2012, for the City of San Pablo as an organization to promote community pride and civic engagement.

Selection Process

1. Executive Leadership Group chose top three 2025 “Year of” slogans
 - Year of Empowerment
 - Year of Advancement
 - Year of Renaissance
2. City Staff and community survey (promoted through social media): 77 TOTAL VOTES
 - Year of Empowerment, 33 votes
 - Year of Advancement, 26 votes
 - Year of Renaissance, 18 votes



Recommendation

Council discussion and selection of the 2025 slogan. The slogan for calendar year 2025 will be promoted at City Hall and in the community during the January – December 2025 period.



CITY OF SAN PABLO
City of New Directions

TEAMWORK SAN PABLO

"2025 - THE YEAR OF"



SAN PABLO



**ECONOMIC
DEVELOPMENT
CORPORATION**