

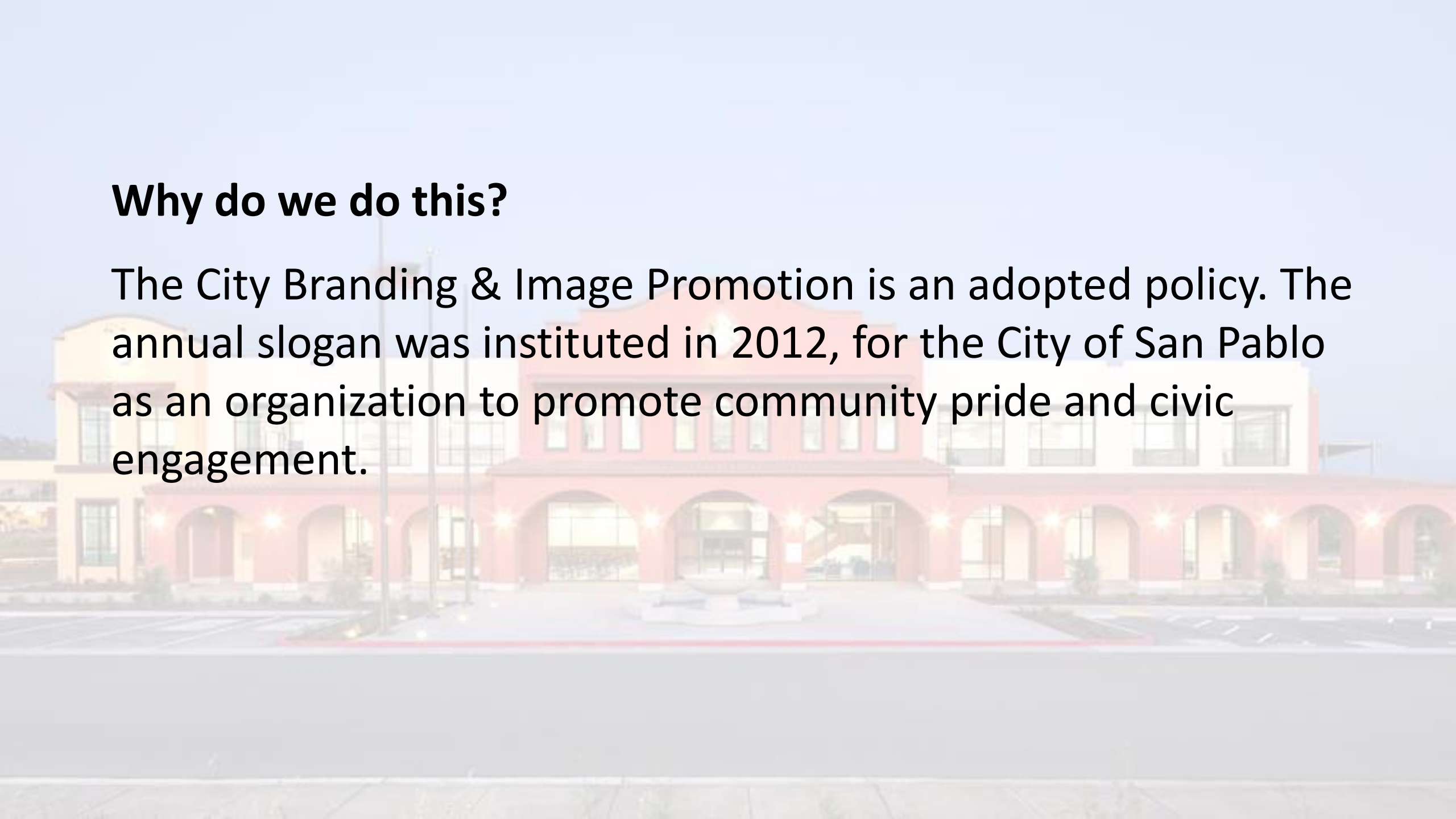
# Teamwork San Pablo 2025 Slogan Selection



CITY · 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.





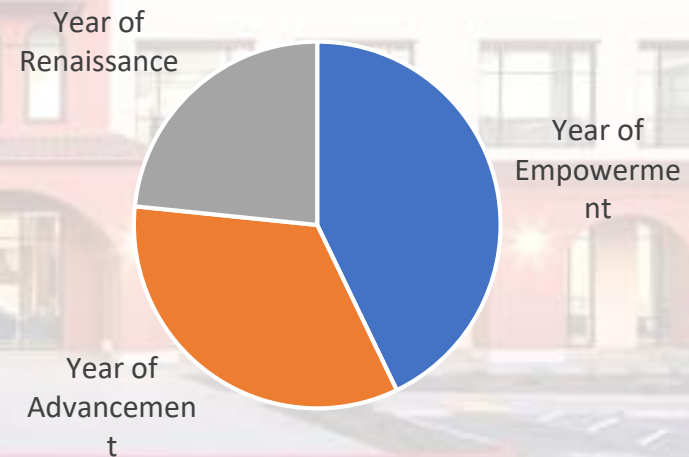
# Selection Process

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**