

# TEAM WORK SAN PABLO 2021 "YEAR OF....."

## SLOGAN SELECTION



City Council Meeting  
January 19, 2020

# Team Work San Pablo 2021 “Year of.....”

## Why do we do we 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.

**November 3, 2020:**

Requested slogan ideas from the Executive Leadership Group (ELG)

26 slogan ideas



# Team Work San Pablo 2021 "Year of....."

**November 10, 2020:**

**Survey to ELG to vote for top three choices**

1. 2021 Year of Perseverance, 5 votes
2. 2021 Year of Resilience, 5 votes
3. 2021 Year of Strength, 4 votes



# Team Work San Pablo 2021 "Year of....."

November 17, 2020:  
Survey to all City Employees for top choice

68 votes

1. 2021 Year of Resilience, 38 votes
2. 2021 Year of Perseverance, 15 votes
3. 2021 Year of Strength, 15 votes

**Vote by Opening your e-mail message and using the Voting Buttons.**

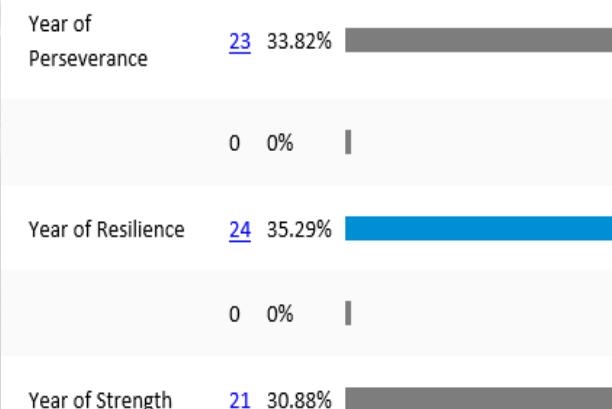


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**November 17, 2020:  
Social Media Survey to the public to vote for top choice  
68 votes**

1. 2021 Year of Resilience, 24 votes
2. 2021 Year of Perseverance, 23 votes
3. 2021 Year of Strength, 21 votes



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**The results overall are as follows:**

1. 2021 Year of Resilience, 62 votes
2. 2021 Year of Perseverance, 38 votes
3. 2021 Year of Strength, 36 votes

Staff recommends Council discussion for the selection and adoption of the 2021 slogan. The slogan for Calendar Year 2021 must be approved by majority vote via Resolution of the City Council, and will be promoted at City Hall and in the community during the January - December 2021 period.



**CITY OF SAN PABLO**  
*City of New Directions*

# TEAMWORK SAN PABLO

**“2021 - THE YEAR OF .....**



**SAN PABLO**  
  
**ECONOMIC  
DEVELOPMENT  
CORPORATION**