

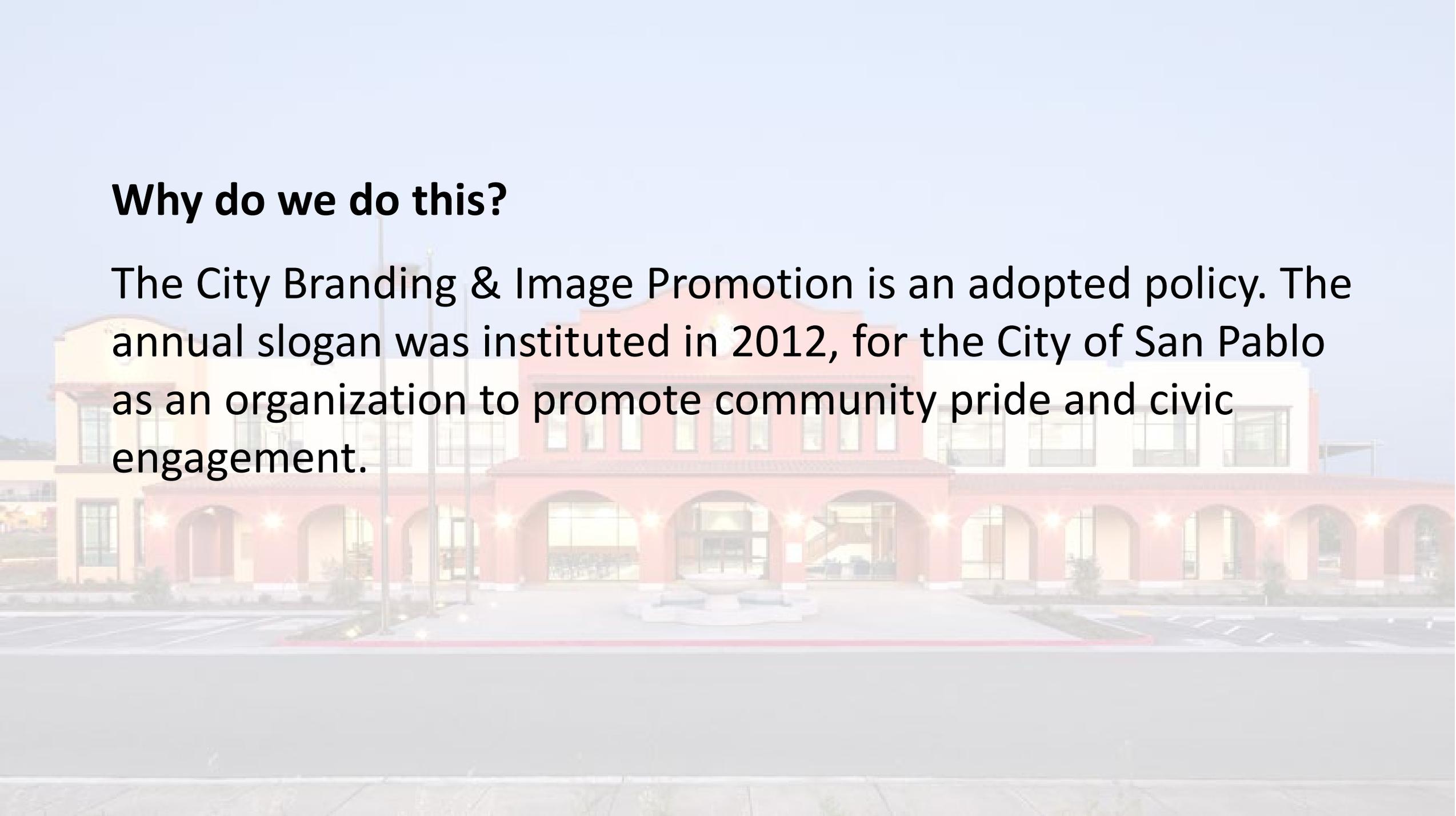
Teamwork San Pablo 2024 Slogan Selection



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.



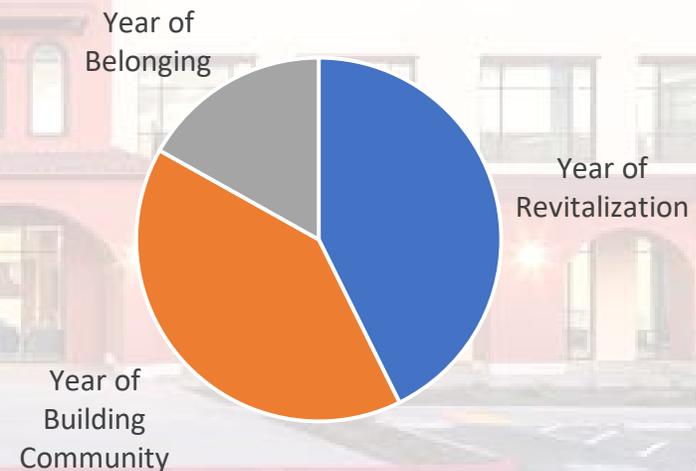
Selection Process

1. Executive Leadership Group chose top three 2024 “Year of” slogans

- Year of Revitalization
- Year of Building Community
- Year of Belonging

2. City Staff and community survey (promoted through social media, e-newsletter and Soofa signs): 89
TOTAL VOTES

- Year of Revitalization, 38 votes
- Year of Building Community, 36 votes
- Year of Belonging, 15 votes



Recommendation

Council discussion and selection of the 2024 slogan. The slogan for calendar year 2024 will be promoted at City Hall and in the community during the January – December 2024 period.



CITY OF SAN PABLO

City of New Directions

TEAMWORK SAN PABLO

“2024 - THE YEAR OF”



SAN PABLO



**ECONOMIC
DEVELOPMENT
CORPORATION**