

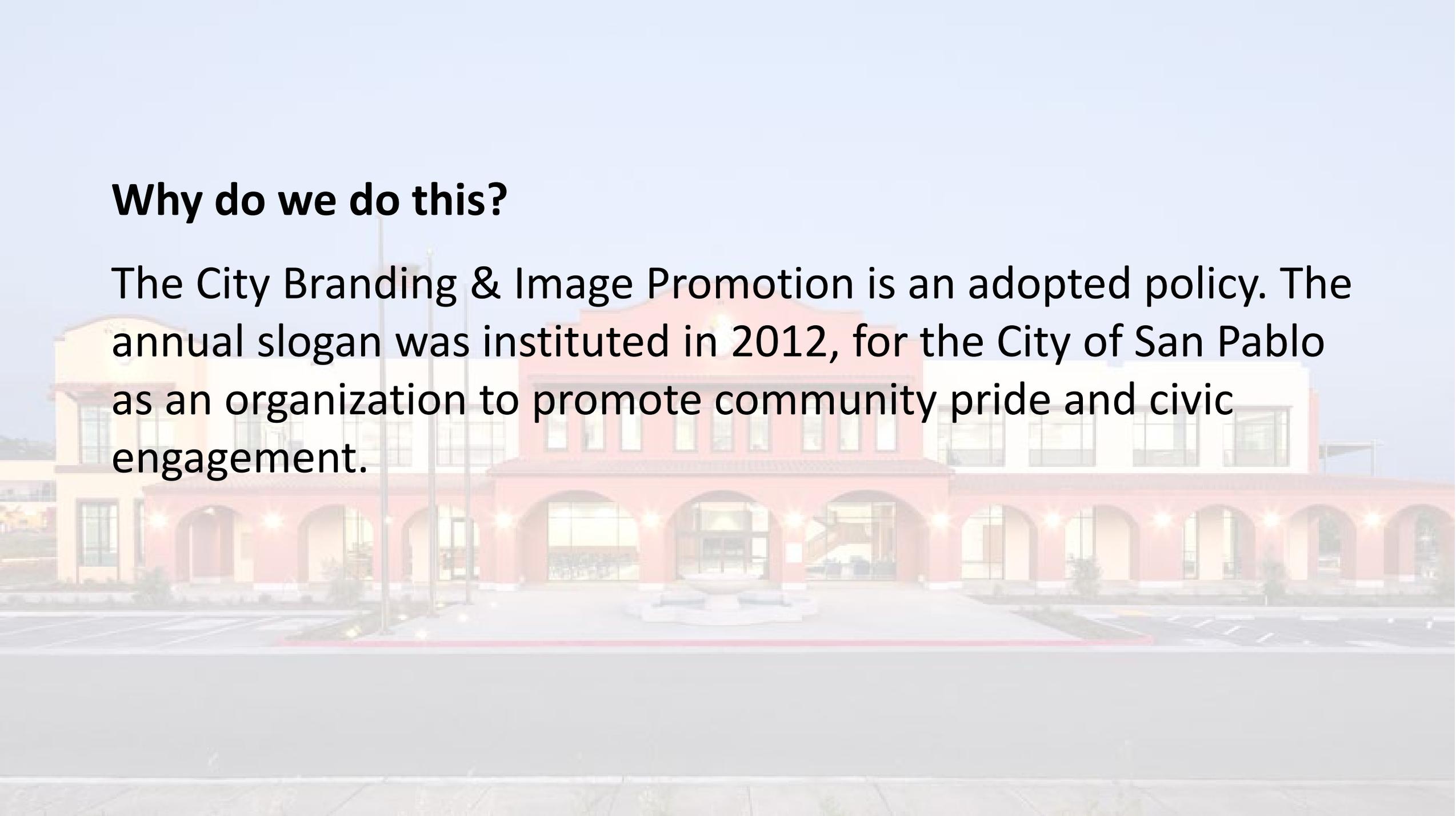
# Teamwork San Pablo 2026 Slogan Selection



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.



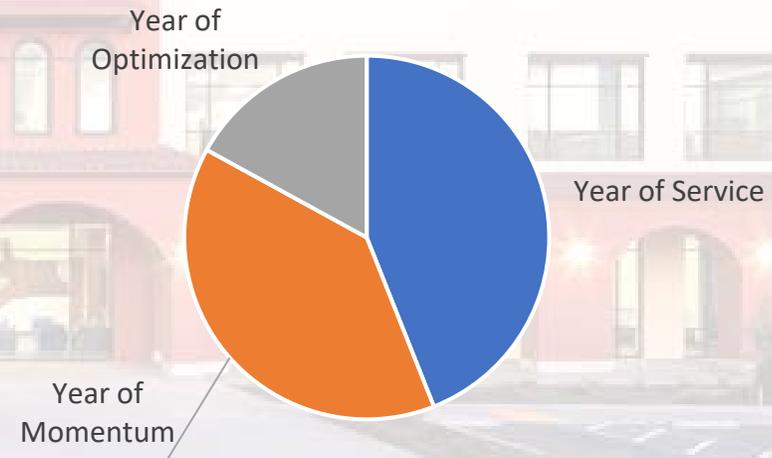
# Selection Process

1. Executive Leadership Group chose top three 2026 “Year of” slogans

- Year of Momentum
- Year of Optimization
- Year of Service

2. City Staff and community survey (promoted through social media): 100 TOTAL VOTES

- Year of Momentum, 39 votes
- Year of Optimization, 17 votes
- Year of Service, 44 votes



## Recommendation

Council discussion and selection of the 2026 slogan. The slogan for calendar year 2026 will be promoted at City Hall and in the community during the January – December 2026 period.



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

# **TEAMWORK SAN PABLO**

**“2026 - THE YEAR OF .....”**



**SAN PABLO**



**ECONOMIC  
DEVELOPMENT  
CORPORATION**